



## INSIDE DOPE

by GEORGE F. TAUBENECK

Stories of the Week  
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More Stories of the Week  
It Doesn't Work Out In Practice  
News Item

### Stories of the Week

Momentous indeed was the signing of the North Atlantic Pact by dignitaries of the signatory nations. Biggest Big Shots of these European nations were present at the ceremony. But funny things happened.

The crack United States Marine Band, for instance, celebrated the occasion by playing "It Ain't Necessarily So," and "I Got Plenty of Nothing." After this untoward band concert, President Truman came on and flubbed for several minutes before a "dead mike."

Crowning all this inept misconfusion, no invitatoins to the ceremony were issued to the U. S. Senators who'll either ratify the North Atlantic Pact or reject it.

"It Ain't Necessarily So," these Senators may decide, and "I've Got Plenty of Nothing" could be the fate of the Atlantic Pact.

At the National Press Club in Washington they're laughing about the exchange of wit which allegedly occurred at the Swiss embassy the other day.

To the historic signing of the North Atlantic Pact, France had sent an imposing delegation, and the Swiss diplomatic corps threw a party for their European neighbors.

Everyone was being introduced to everyone else.

"And now may I present," bowed the Swiss ambassador, "our Secretary for Naval Affairs."

Some of the Frenchmen tittered. "But messieurs," protested the Swiss Ambassador. "We did not chuckle when your Minister of Finance was introduced."

Adolescent daughters are wonderful, aren't they?

One we heard about the other day came home from the movies, and sat on the arm of her father's special chair.

"How was the show?" grunted Pop.

"Oh, Dad," moaned the junior miss, "that picture was so VILE, I could hardly sit through it twice!"

### Dave Felts In Person

Once in a long while a small-town newspaper Sage achieves national prominence through sheer virtuosity—like the late William Allen White.

Dave Felts, a cute columnist and an acute editorial writer for the Decatur, Ill., Herald and its downstate syndicate, has long been envied by many metropolitan counterparts for his style.

He's the off-beat versifier who cued Ogden Nash. Dave's justly celebrated "Ode to Spring," penned 25 years ago, began: "Bursting buds, caressing breezes, and all the little birds and bees."

In time he'll be recognized nationally, we trust.

Meanwhile, Dave Felts contributes the following panegyric—which he received from one of his loyal legion of readers—from his column to our column:

"It was back in the early days of the depression that the old ice box

(Concluded on Page 10, Column 1)

## Parleys Stalled In Pittsburgh Strike Of Steamfitters

PITTSBURGH, May 19—Negotiations were at a standstill today in the strike called earlier this week by Local 449 (AFL) of the United Association of Steamfitters against member firms of the Refrigeration and Air Conditioning Contractors Association of Allegheny County, representing the major refrigeration contracting and service firms in the Pittsburgh area.

The unions are asking an increase of 37½ cents an hour on "light" refrigeration installation and service work (under 5 tons), which would bring their hourly rate up to \$2.25 an hour. The association members are united in their stand against this request, it is said.

The only service work being done in the area is by those firms who are not members of the association, and who are paying the \$2.25 an hour (Concluded on Back Page, Column 2)

## Norge Announces New Small Refrigerator

DETROIT—A new 6-cu. ft. refrigerator, model B-64, is announced by the Norge Div., Borg-Warner Corp. The cabinet of the B-64 is of one-piece, wrap-around construction with a net storage capacity of 6.08 cu. ft. The freezer compartment will hold up to 17 lbs. of frozen food. The refrigerator is powered by the "Rollator" compressor mechanism.

According to Norge, the new model will be priced "competitively."

# 5 Home Appliance Producers Reduce Refrigerator Prices

## 9 Refrigerators Reduced by G-E

BRIDGEPORT, Conn.—Price reductions ranging from \$9.25 to \$19.25 on the General Electric line of household electric refrigerators were put into effect May 17 by the company.

The price reductions are in addition to some other changes announced earlier this year on three low-priced models.

In announcing the reductions, L. H. Miller, manager of the G-E Refrigerator Div., pointed out that the company's refrigerator sales in the year to date have run over 30% higher than in the comparable 1948 period.

Emphasizing that "from a manufacturing standpoint, there is absolutely no justification for lowering prices at this time," Miller said that "we are taking this step in anticipation of the manufacturing economies that we believe must come through lower costs of materials and components."

The new price schedule is as follows:

Model No.	Size	Old Price	New Price
NC-6	6.0	\$199.00	\$189.75
NF-6	6.0	209.00	194.75
NC-8	8.0	245.00	229.75
NC-8	8.0	279.00	269.75
NF-8	8.0	329.00	319.75
NH-8	8.0	410.00	399.75
NC-10	10.0	329.00	309.75
NF-10	10.0	364.00	349.75
NH-10	10.0	460.00	449.75

## Drop In Kelvinator Line Averages \$10

DETROIT—Kelvinator Div. of Nash-Kelvinator Corp. announced a price reduction effective May 18 of \$10 on most of its 1949 line of electric refrigerators.

C. T. Lawson, vice president in charge of Kelvinator sales, said that for the first time since pre-war, manufacturing costs have been largely stabilized by a more dependable flow of materials and a return of consumer demand to normal seasonal cycles, and that it is now likely that retail refrigerator prices have been stabilized.

The new Kelvinator prices are as follows:

CA, \$189.95; CR, 199.95; RS, \$229.95; RD, 259.95; CM, \$299.95; FM, \$339.95; MM, \$389.95; TM, \$449.95. The CA and CM prices remain unchanged.

These prices include federal excise tax and \$5 for five-year protection plan.

## Westinghouse Dip Hits Only 1 Model

MANSFIELD, Ohio—A \$20 reduction in the price of the Westinghouse 6-cu. ft. super model domestic refrigerator and the addition of a humidor for fresh vegetable storage to this model have been announced (Concluded on Page 4, Column 1)

## Spring ACRMA Meeting Opens In Hot Springs

HOT SPRINGS, Va.—Spring meeting of the Air Conditioning & Refrigerating Machinery Association will be held at The Homestead hotel here May 26-28.

A board of directors meeting Thursday morning, May 26, opens (Concluded on Page 4, Column 3)

## 6-10% Price Decrease Takes Effect at UsAirco

MINNEAPOLIS—Price reductions averaging better than 10% on store conditioners and more than 6% on its refrigerated "Kooler-Aire" self-contained conditioners have been announced by United States Air Conditioning Corp. here.

Covering all models, the new price adjustments on the Kooler-Aire line became effective May 16. The store conditioner prices were dropped May 1.

## Artkraft Turns Out Household Refrigerator

LIMA, Ohio—Artkraft Mfg. Corp., which for some time has been producing its own line of beverage coolers, is now manufacturing a 9-cu. ft. household refrigerator for private brand customers.

Three department store chains (Mercantile Stores Co., Inc. of New York City; Allied Stores Corp.; and the Interstate Electric Co. of New Orleans) have contracted for quantities of this new refrigerator. Other contracts are in prospect, according to Norton L. Clark, president of Artkraft. Among the latter is George Steven's Presteline electric range distributing organization.

J. T. Garrett, merchandise man- (Concluded on Page 4, Column 4)

## 13 Frigidaire Models Fall \$5-\$23

DAYTON—Price reductions on 13 Frigidaire household refrigerators ranging from \$5 to \$23 per unit were announced recently by Mason M. Roberts, general manager of the Frigidaire Div., General Motors Corp.

The reductions, which amounted to \$10 on six of the models, were brought about by greater production efficiency and actual and anticipated material cost reductions, Roberts said.

Frigidaire is giving its dealers full benefit of this reduction by rebating to them the difference in their cost on all refrigerators in their stocks on which prices have been reduced, he declared.

Roberts pointed out that the new prices bring the consumer's cost for Frigidaire refrigerators down to about the 1939 average of approximately \$32 per cu. ft., excluding Federal excise tax.

A comparison of old and new prices follows:

Model No.	Size	Old Price	New Price
MJ-6	6.0	\$209.75	\$194.75
ML-60	6.0	217.75	194.75
ML-77	7.7	239.75	229.75
ML-77 P	7.7	264.75	254.75
MJ-9	9.3	274.75	269.75
ML-93	9.3	289.75	274.75
ML-93 P	9.3	319.75	304.75
ML-115	11.5	314.75	309.75
DL-70	7.0	299.75	289.75
DL-70 P	7.0	324.75	314.75
DL-86	8.6	339.75	329.75
DL-86 P	8.6	369.75	359.75
DL-105	10.5	359.75	349.75

## Servel Models Pared \$7-\$41 In Detroit

EVANSVILLE, Ind.—"Drastic" reductions in factory prices of Servel gas refrigerators were announced recently by Louis Ruthenburg, president of Servel, Inc.

No specific decreases were given by the manufacturer because no national price is established. Servel's price structure is left in the hands of distributors and dealers and varies considerably in different sections of the country, according to company officials.

The price reductions affect all but the smallest model, according to Ruthenburg.

In the Detroit area, local sources revealed that the reductions ranged from \$7 to \$41 per model, even including the smallest. Here are the old and new retail prices as effective in the Detroit area:

Model	Old Price	New Price
4 cu. ft. ....	\$196	\$189
6 cu. ft. standard	239	229
6 cu. ft. deluxe ..	289	259
6½ cu. ft. ....	356	319
8 cu. ft. standard	370	339
8 cu. ft. deluxe ..	410	369

## 320 Firms To Exhibit At Restaurant Show

ATLANTIC CITY, N. J.—The biggest exposition of food service equipment and food products ever to be held under the sponsorship of the National Restaurant Association will open here Tuesday, May 24 and continue through Friday, May 27.

More than 320 firms will display at the exposition in the Atlantic City auditorium, and a number of refrigeration and air conditioning firms are among them. Among the refrigeration items to be displayed are restaurant and service refrigerators, ice cube makers, beverage dispensers, and air conditioners.



## Kohlenberger Engineering Is 13th Firm Licensed To Use Recold Defrost Method

LOS ANGELES — Kohlenberger Engineering Corp. of Fullerton, Calif., producer of refrigeration and ice-making equipment, has been granted a license to use the water defrost method by Refrigeration Engineering, Inc. (Recold), holder of the patent covering the development.

Under the terms of the license agreement, which is identical with that issued to 12 other refrigeration manufacturers by Recold, Kohlenberger will produce water defrost refrigeration equipment under its own trade name.

## Henry Valve Issues New Catalog

MELROSE PARK, Ill. — A new catalog describing all Henry products except fittings has recently been published by the Henry Valve Co. here.

## Indianapolis Wholesaler Opens Sub-Branch In Lexington, Ky.

INDIANAPOLIS — The F. H. Langsenkamp Co., refrigeration supplies wholesaler here, has announced the opening of a new sub-branch at Lexington, Ky. and the appointment of Lewis A. Wallace as assistant manager of the South Bend, Ind., branch.

The sub-branch is located at 208 Woodland Ave. and is under the supervision of W. L. McCloud. It will carry small parts and draw heavy equipment from the Louisville branch, according to F. S. Langsenkamp, Jr., secretary.

## W. G. Notley Dies

BAKERSFIELD, Calif. — William G. Notley, operator of a refrigeration service concern bearing his name in Bakersfield, died in Washoe General hospital in Reno, as the result of extensive injuries suffered in an automobile accident.

## Minnesota Court Curbs Power of Mfr. To Set Minimum Resale Price

ST. PAUL — An opinion handed down here recently by Judge Levi M. Hall limits the effectiveness of Minnesota's fair trade act, which is intended to permit manufacturers to fix minimum resale prices.

Judge Hall dismissed efforts of Seagram Distilling Corp. to force the Tower Liquor Store of Minneapolis to fix the price of Seagram products.

Seagram contended that Tower Liquor was selling in violation of the state fair trade act. Operators of the store, demurred, charging that Seagram had no right to set up a contract minimum price because it was not a licensed state distributor.

Concurring with the retailer's defense argument, Judge Hall ruled that Tower had only to comply with provisions of another state law calling for mark-up of at least 8% over wholesale.

## 'New Frontier' Industry

## Promoting Wider Use of Air Conditioning Seen Providing Expanded Market for Labor

NEW YORK CITY — "Air conditioning" was cited as the type of product that American industry must promote in intensified fashion and one of the "new frontiers" to which the unemployed can look for regaining their earning power, in the recent Conference on Production here sponsored by the American Management Association.

Dr. A. D. H. Kaplan of the Brookings Institute, speaking on "Groundwork for Optimum Employment," cited air conditioning as an industry with vast potential markets, but described its progress as "creeping slowly since World War I." Air conditioning equipment, he pointed out, could be as widely purchased as automobiles, if production and sales were planned to reach 30 million families and several million factories

and offices over the next decade or two.

"There are sectors of the economy that we know will make business history in time, but on which it would be comforting to see the evidence of more vigorous preparation by private enterprise on a vast scale," Dr. Kaplan stated.

"Air conditioning, to supply an example, has been creeping slowly into our industrial establishments, offices, and dwellings since World War I. But there has been no practical visual evidence as yet of a mass attack upon the problem of making the use of air conditioning by some 100 million American swelterers as common as our air heating, or the use of electricity in the home.

"When the leaders in American production translate the dream of general air conditioning into a multi-billion dollar reality, they will effect a radical change in the scale of new capital formation and new services. Attacked in terms of reaching 30 million families and several million factories and offices, over the next decade or two, air conditioning could be conceived not as a luxury within reach of the few, but as a convenience as widely purchased as automobile transportation."

Whether American private enterprise will expand or contract is not going to depend upon the achievement of its youth, but upon the degree to which it accepts new responsibilities in keeping with the institutions that have developed with our present scale of operations, Dr. Kaplan declared.

"Under the circumstances," he said, "the leaders of private enterprise are as much concerned with planning for continuing high production and national income as is any government agency. They cannot afford to wait for orders to come to them. If they are to remain sound they must, on their own initiative, supply leverage for raising the levels of national income, and preventing productive employment from falling below the nation's critical break-even point for our common well-being. An increasing reliance on government to fashion instruments of economic security must henceforth be treated by business leaders as symptomatic of the corresponding default on the part of private enterprise in proving itself, through positive measures, a trustworthy trustee of progress.

"Those who run the great basic units of American enterprise will be doing the most constructive public relations jobs for themselves within the national economy, and for our nation among the other nations of the world, if they could imbue the body policy with the confidence that there are constructive productive projects ahead to push forward, when present forms of business activity are tapering off.

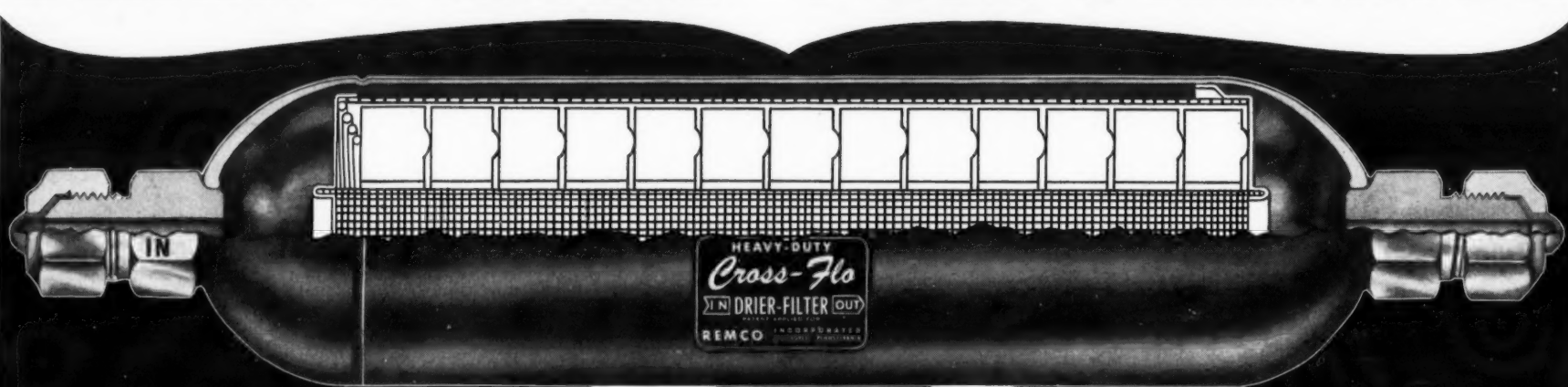
"I, for one, believe that regardless of the present climate of public opinion with respect to anti-trust policy, the American people would welcome indications of affirmative and aboveboard cooperation among business enterprises in projecting such a sequence of private capital projects for our business future."

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# CROSLEY BUSINESS IS STILL GOING UP

Last month we released our sales figures . . . showing Crosley increases in business volume over last year.

APRIL figures are now available. April '49 increases over April '48 prove that Crosley sales are continuing to climb . . .

**UP 164%—Crosley Radio-TV Business**

**UP 67%—Crosley Refrigerator Shipments**

And here are the results for the first 5 months of our fiscal year—December through April—compared with the same period last year:

**UP 56%—Crosley Radio and Television business**

**UP 27%—Crosley Refrigerator business**

**ALL Crosley products showed a gain of 20% for the fiscal year through March . . . through April 30 the increase was stepped up to 24%.**

## Done with Merchandise — Not Magic

These healthy increases are taking place because Crosley has quality products that people want, at prices they're willing to pay. Today, every Crosley product is supported to the hilt by a sound and aggressive sales program . . . *plus* hard selling and

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If you think there's something for you in these figures and facts—and we think there is—you might like to join hands with a company that's going progressively and steadily *up*. If you would, we'd like it fine! See your Crosley Distributor.

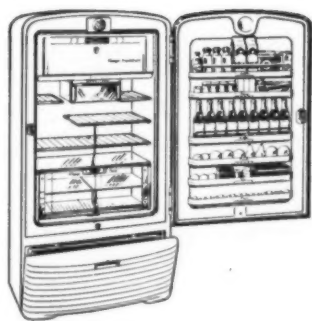
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# CROSLEY

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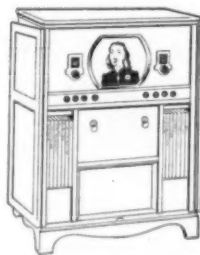
Shelvador\* Refrigerators



Kitchen Freezers



Electric Ranges



Television



Radios and Radio Phonographs



## H.N. McMenimen, Jr. Heads Monitor Creditors Hold G-E Distribution Sales In Air Conditioning Dept.

BLOOMFIELD, N. J.—H. N. McMenimen, Jr. has been appointed manager of the distribution sales of



H. N. McMenimen, Jr.

General Electric Co.'s air conditioning department, it was announced here by H. B. Donley, manager of marketing of the department. McMenimen will be responsible for all departmental sales activities through resale channels of air conditioning, commercial refrigeration, water coolers, and refrigeration machines.

Formerly a vice president and general manager of a division of the Reynolds Metals Co., McMenimen joined General Electric in February of this year. From 1924 to 1937 he held the position of purchasing agent and other managerial posts in Carrier Corp.

## Monitor Creditors Hold First Meeting May 27

RIVERDALE, N. Y.—First meeting of creditors of Monitor Equipment Corp. here will be held at 10:30 a.m. on May 27, Referee John E. Joyce has ruled.

The referee also ruled that the present management will continue in possession of the electrical appliance firm until that meeting takes place.

He directed Jerome Teich, attorney for the company, to submit an order fixing the salaries of officers of the business. He set June 7 as the date for a hearing on the confirmation of this order.

The manufacturer had filed a petition under Chapter XI of the Bankruptcy Act to set up a new schedule of payments on its commitments for tools, machinery, and royalties. Monitor spokesmen said that the inability of dealers to pay distributors on schedule led to the action.

## ACRMA Spring Meeting--

(Concluded from Page 1, Column 4) the Spring conclave. Also scheduled for Thursday morning is a joint meeting of the Large Compressor and Central Station sections. The General Standards committee meets Thursday afternoon.

A general association meeting will be held Friday morning, May 27. A luncheon will follow, at which the guest speaker will be George F. Taubeneck, editor and publisher of AIR CONDITIONING & REFRIGERATION NEWS, who will speak on "How to Make Money in a Buyers' Market." An open house social hour is scheduled for 6:30 p.m. of the same day.

On Saturday, May 28, the ACRMA members will see two movies "Service Unseen" (through courtesy of Carrier Corp.) and "Selling America" (through the courtesy of Frigidaire.) A board of directors meeting will be held following the showing of the movies.

## Family-Size Model Added



## New Coolerator 10-Cu. Ft. Freezer Sells for \$349

DULUTH, Minn.—Introduction of a new 10-cu. ft. Coolerator deluxe family-size home freezer, model F-101, was announced recently by William C. Conley, Jr., Coolerator sales manager. Carrying a suggested retail price of \$349.50, this new freezer expands the Coolerator freezer line to three models, including a 15-cu. ft. freezer and a 16-cu. ft. commercial cabinet. Delivery is set for June 1.

"The new 10-cu. ft. model is designed for the smaller family and for urban homes where limited space is an important factor," Conley said.

With 10.3-cu. ft. capacity, the F-101 features a convenient storage arrangement with four wire baskets keeps foods up within easy reach and makes total freezer contents easily accessible at all times. Adjustable counterbalanced hinges are provided on the lid. The spring latch has built-in lock. An automatic light illuminates interior when lid is raised.

Normal operating temperature is set at 0° F. with a special adjustment down to -10° F. for quick freezing. This temperature control is operated by any flat key or a coin.

One-sixth horsepower Tecumseh sealed unit with "Freon-22" produces the refrigeration. Four inches of Cell-u-Fiber insulates the cabinets on all sides and bottom and is jet-packed under pressure to prevent sagging or breaks.

The compressor carries a five-year service warranty, and in addition the F-101 freezer owner is given a free five-year food loss warranty which protects the contents against loss up to \$150.

Outside dimensions (with hardware) are 30 1/2 in. wide, 54 1/2 in. long, 40 3/4 in. high. With outside hardware removed the width may be reduced to 28 in. Inside dimensions are 19 1/2 in. wide, 46 1/2 in. long, and 19 1/2 in. high.

## Larkin Coil Price List Allows Freight Charge on Part of Blower Unit Line

ATLANTA—In what amounts to a reduction in prices on many of its models, Larkin Coils has released a new price list which allows freight on all of its blower units except floor models, heat exchangers, air-cooled condensers, and water coolers, the company has announced.

Fin coils are not affected by the freight-allowed policy. The new prices went into effect on May 1.

"Our prices were so low," stated O. M. Sims, general manager of Larkin Coils, "that for us to allow freight on these items a few months ago would have necessitated our increasing prices to include the added cost."

"We have not increased prices to include freight. We have simply used the prices in effect before May 1, plus or minus a few cents to round off the figures."

"In addition to the price differential, we believe that this new method will be worth still more to wholesalers and dealers in the added convenience of pre-paid shipments," concluded Sims.

Larkin is also publishing two price lists. One shows the list prices. The other, for use by wholesalers and dealers, shows the dealers' net prices as well as the list prices for all articles in the Larkin Coils catalog.

Copies of the new price lists have been mailed to all dealers and wholesalers and additional copies are available upon request.

## Easy Washer Sales for Quarter Drop Over 50%

SYRACUSE, N. Y.—Net sales of the Easy Washing Machine Corp. for the quarter ended March 31, 1949, were more than 50% below those of the same quarter last year, the company has announced.

Sales for the 1949 quarter totaled \$5,214,136 as compared with \$11,316,295 last year and \$6,858,241 in 1947. Net profit for the quarter just passed was only \$6,260 after taxes and charges. Last year the net profit was \$799,214 and in the 1947 quarter it was \$484,484. Only one cent was earned per share of Class A and B stock in the 1949 quarter.

According to H. Paul Nelligan, president, there was some improvement in business during February and March. However, he said, consumer demand for home laundry equipment generally seemed to lag behind expected sales levels.

## Artkraft Makes 'Private Brand'--

(Concluded from Page 1, Column 4) ager of Mercantile Stores Co., says that the following members of his department store chain will stock this refrigerator under the trade name of "Cromwell":

J. Bacon & Sons, Louisville, Ky.; The Castner Knott Dry Goods Co., Nashville, Tenn.; The Fair Store, Cincinnati; Hennessy Co., Butte, Mont.; The Jones Store, Kansas City, Mo.; The Joslyn Dry Goods Co., Denver; The Lazarus Store, Wilkes Barre, Pa.; The Leon Dry Goods Co., Toledo; The MacDougall & Southwick Co., Seattle; The McAlpin Co., Cincinnati; Duluth Glass Block Store Co., Duluth, Minn.; Montgomery Fair, Montgomery, Ala.; The Peoples Store Co., Tacoma, Wash.; Root Dry Goods Co., Terre Haute, Ind.; Thomas C. Watkins, Ltd., Hamilton, Ont., Can.; J. B. White & Co., Augusta, Ga.; J. B. White & Co., Greenville, S. C.

Designing, tooling, and production of this refrigerator has been accomplished in record time under the direction of President Clark and two veteran refrigeration engineers, Herb Money and Andy Grierson. Money, a past president of the A.S.R.E., was for many years chief engineer of the Crosley refrigeration division; while Grierson has served with Kelvinator, Norge, and Bendix. These men were given rough sketches of the refrigerator on Christmas day. By May their production line was in operation.

Artkraft fabricates the cabinet and most of the parts. Compressors are supplied by Tecumseh and Universal Cooler.

Best known for its production of neon and store front signs, Artkraft

also has been manufacturing the Maytag home freezer. Shortly Clark and his associates will begin producing freezers for private brand distribution. Also planned are dishwashers, water heaters, and washing machines. The latter will be fabricated in nearby Findlay, Ohio by S. W. Weiger's Central Rubber & Steel Co.

## 'Open House' Features Florida Dealer's Move to New Quarters

CLEARWATER, Fla.—The Y-B Refrigeration & Air Conditioning Co., Inc., until recently located at 38 N. Ft. Harrison Ave., has moved into newly-completed quarters in the First National Bank building, a block south of the old location.

To celebrate the move, the company recently held open house from 8 a.m. to 9:30 p.m. daily.

The new store features ultra-modern interior and exterior designs.

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## Westinghouse Prices--

(Concluded from Page 1, Column 4) by G. H. Meilinger, manager of household refrigeration for Westinghouse Electric Corp.

The suggested list price of this model was reduced from \$209.95 to \$189.95 effective immediately. It was the only reduction to be made in the company's entire line as the remainder "are now competitively priced and will remain unchanged," according to Meilinger.

The price cut on the 6-cu. ft. model amounts to more than 10% when the value of the added humidor is considered, he noted.

Prices on other Westinghouse models are as follows:

U-4-49	\$209.95
S-7-49	229.95
S-9-49	259.95
D-9-49	289.95
D-11-49	329.95
A-10-49	379.95

## Though Still 6 Months Away, All-Industry Show Has Already Booked 75% of Space

WASHINGTON, D. C.—Still six months away, over 75% of the space for the 6th All-Industry Refrigeration and Air Conditioning Exposition has already been sold and allotted, and firms already planning to exhibit indicate that every branch and phase of the mechanical refrigeration and air conditioning industry will have displays at Atlantic City next November.

Hotel accommodations have been made in advance with 5,200 rooms reserved at various first-class hotels.

"Because of the fact that the Atlantic City Auditorium is the largest in the world, there is still plenty of display space available, but we suggest that applications be made for display space without delay in order to secure one of the choice locations still available," says Hermann Spoehrer, chairman of REMA's Show Committee.

The show is strictly a trade show for the purpose of increasing sales. It runs for five days—Nov. 14 to Nov. 18 inclusive.

It is open to all firms affiliated with the industry. Details of arrangements for space, displays, decorations, shipping, and the facilities available at the Auditorium can be secured by writing to show director, Refrigeration Equipment Manufacturers Association, 1346 Connecticut Ave., Washington, D. C.

Following is a list of the exhibitors as of May 1, 1949:

Ace Cabinet Corp.; Acme Industries, Inc.; Acme National Refrigeration Co., Inc.; Air Conditioning & Refrigeration News; Aisreco Mfg. Co., Inc.; Alco Valve Co.; American Brass Co.; American Coils Co.; American Refrigeration Corp.; Aminco Refrigeration Products Co.; Anslu Chemical Co.; Arcade Mfg. Div. of Rockwell Mfg. Co.

Automatic Products Co.; Baker Refrigeration Corp.; Bally Case & Cooler Co.; Baltimore Alrcoll Co., Inc.; Bell & Gossett Co.; Betz Corp.; Binks Mfg. Co.; Black, Sivals & Bryson, Inc.; Bonney Forge & Tool Works; Brewer-Titchener Corp.; Brunner Mfg. Co.; Bundy Tubing Co.; Bush Mfg. Co.; Butcher Boy Cold Storage Door Co.

Century Electric Co.; Chase Brass & Copper Co., Inc.; Chicago Seal Co.; Coldin Cabinet Co., Inc.; Coolstream Corp.; Copeland Refrigeration Corp.; Cornelius Co.; Curtis Refrigerating Machine Div.; Cutler-Hammer, Inc.

Davison Chemical Corp.; Day & Night Mfg. Co.; Dayton Rubber Co.; Delavan Mfg. Co.; Detroit Lubricator Co.; Dole Refrigerating Co.; du Pont de Nemours & Co., Inc.; E. I.; Elco Mfg. Co.; Electric Div. of Simoniz Co.; Esco Cabinet Co.; Eston Chemicals, Inc.; Evans Mfg. Corp.

Fedders-Quigan Corp.; Fine Products Co., Inc.; Fresh'nd-Aire Co., Div. of Cory Corp.; Frick Co., Inc.; Friedrich Sales Corp.; Frigidaire Div.; Frigidraft, Inc.; Fogel Refrigerator Co.; Gates Rubber Co.; Gem Refrigerator Co., Inc.; General Controls Co.; General Electric Co.; L. H. Gilmer Co.; Grand Rapids Brass Co.; Haldorf Mfg. Co.

Halstead & Mitchell; Heating & Ventilating; Heat-X-Changer Co., Inc.; Hedeman Products, Inc.; Henry Valve Co.; Highside Chemicals Co.; Hubbell Corp.; Ice-Flo Corp.; Ideal Cooler Corp.; Imperial Brass Mfg. Co.

Jack & Heintz Precision Industries, Inc.; Jamison Cold Storage Door Co.; Jarow Products; Jewett Refrigerator Co., Inc.; John Lees Div. of Serrick Corp.; Jordan Refrigerator Co., Inc.; Kason Hardware Corp.; Kenmore Machine Products, Inc.; Kennard Corp.; Kerotest Mfg. Co.; Kinetic Chemicals, Inc.; Kold-Hold Mfg. Co.; Kramer Trenton Co.; Lake Chemical Co.

Larkin Coils; Lehigh Mfg. Co.; Lewin-Mathes Co.; Libbey-Owens-Ford Glass Co.; Linde Air Products Co.; Lynch Corp.; McCray Refrigerator Co.; McIntire Connector Co.; McQuay, Inc.

Marlo Coil Co.; Marsh Corp.; Jas. P.; Merchant & Evans Co.; Metals & Controls Corp.; Spencer Thermostat Div.; Mills Industries, Inc.; Mitchell Mfg. Co.; Mueller Brass Co.; Nash-Kelvinator Corp.; Nickerson & Collins Co.; Pacific Lumber Co.; Paragon Electric Co.; Patterson-Kelley Co., Inc.

Penn Electric Switch Co.; H. A. Phillips & Co.; Polar Hardware Co.; Quiet-Heat Mfg. Corp.; Ranco, Inc.; Redmond Co., Inc.; Refrigeration Appliances, Inc.; Refrigeration Corp. of America; Refrigeration Publications, Inc.

Remco, Inc.; Remington Air Conditioning Div. of Remington Corp.; Rigidbilt, Inc.; Rotary Seal Co.; Servel, Inc.; A. O. Smith Corp.; Southern Air Conditioning & Refrigeration Journal; Sporlan Valve Co.; Standard Refrigeration Co.; Emil Steinhorst & Sons, Inc.; Stoddard Mfg. Co., Inc.; Sun Oil Co.; Superior Valve & Fittings Co.

Techniflex Corp.; Tecumseh Products Co.; Tempire Products Corp.; Tenney Engineering, Inc.; Texas Co.; Tyler Fixture Corp.; Typhoon Air Conditioning Co., Inc.; Ultra-Violet Products, Inc.; United Mfg. & Service Co.; United Refrigerator Co.; Universal Cooler Div. of Newport Steel Corp.

Victor Products Corp.; Victory Metal Mfg. Corp.; Virginia Smelting Co.; Wabash Mfg. Co.; Wagner Electric Corp.; Wagner Tool & Supply Corp.; Weatherhead Co.; Westinghouse Electric Corp.

White-Rodgers Electric Co.; Whiting Corp.; Wilson Cabinet Co., Inc.; Wolverine Tube Div.; Yates-American Machine Co.; General Refrigeration Div.; York Corp.

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22 case capacity...seven adjustable revolving shelves...exclusive cylindrical design...fast cooling...only 37" in diameter.

ONE OWNER SAYS..."Sold \$308.00 in June before Bevador was put in. Sold 683.00 in July after putting in Bevador."

ANOTHER OWNER SAYS..."I have had it for 5 years and am more than pleased. It is handy and beverages stay at right temperature. I wouldn't be in business without it."

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QUICKFREEZERS  
BEVERAGE COOLERS  
MILK COOLERS  
ICE MAKERS  
WALK-INS  
write  
**VICTOR PRODUCTS CORP.**  
HAGERSTOWN, MD.



## Sales of 5 Appliances For March Ahead of Last Year In West Penn Area

PITTSBURGH—March sales of dishwashers, clothes driers, ironers, clothes washers, and water heaters by dealers in the southwestern Pennsylvania area served by the West Penn Power Co. exceeded both their February volume and their volume in March, 1948, the power company reported recently.

Sales of ranges, refrigerators, room coolers, garbage disposers, and vacuum cleaners were ahead of February but behind March last year. Home freezer sales were off from both February, 1949 and March, 1948.

Biggest gains over last year were scored by clothes driers and ironers, up about 250% and 100%, respectively.

Comparative records of March, 1949; February, 1949; and March, 1948 are as follows:

Appliance	March 1949	March 1948	Feb. 1949
Refrigerators	1,469	2,047	916
Home and Farm Freezers	135	164	145
Room Coolers	2	3	1
Dishwashers	41	39	18
Garbage Disposers	33	43	21
Ranges	682	851	483
Clothes Driers	52	14	45
Ironers	408	208	200
Washers (automatic)	247	237	226
Washers (conventional)	1,535	1,373	1,226
Vacuum Cleaners	814	911	572
Water Heaters	391	369	306

## Lincoln, Neb. Store Must Provide Off-Street Parking Although Law Defeated

LINCOLN, Neb.—First appliance store in Lincoln to be required to furnish off-street parking for patrons, is in a proposed community shopping center on "O" St. between 47th St. and Witherbee Blvd.

The Lincoln City Council several weeks ago killed an ordinance which would have required all new construction in local business zones to furnish a square foot of off-street parking for each square foot of floor space, but the City Zoning Board stipulated such facilities on the grounds of public safety despite lack of an ordinance.

The zoning board of appeals overruled objections of a group of residents of the East "O" St. vicinity in granting a request for a change from Residence A to local business zoning. The board hinged its approval on the requirement that the merchant provide 1½ sq. ft. of off-street parking for each square foot of ground floor space in the building.

The center will house appliance, grocery, and drugstores. The new structure is to have a half-block frontage on "O" St.

## Foster Named Vice Pres. Of Ohio Appliance Co.

COLUMBUS, Ohio—Edward L. Foster, formerly buyer of major appliances for the F. & R. Lazarus Co., department store here, has resigned to accept the vice-presidency of Ohio Appliance Co., he has announced.

The Ohio Appliance Co. is a subsidiary of the Lazarus organization, but specializes entirely in appliances.

New buyer appointed to take Foster's place is W. Mendenhall, formerly radio buyer for the store.

**NEW**  
**usAIRco**  
**STORE**  
**CONDITIONER**

RE-DESIGNED BY MR. X

PACKED WITH SELLING POWER!

Mr. X, one of the industry's most talented designers, developed three sizes . . . 3, 5, 7 tons.

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United States Air Conditioning Corporation  
Como Ave. S. E. at 33rd  
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Better dealer profits with better values

IN 1936, FRIGIDAIRE SAID:  
**You can't Beat PROOF**

IN 1937, FRIGIDAIRE SAID:  
**PROOF Beats Claims**

IN 1938, FRIGIDAIRE SAID:  
**Demand PROOF of All 4 Savings**

IN 1939, FRIGIDAIRE SAID:  
**Get PROOF in 5 Minutes**

IN 1940, FRIGIDAIRE SAID:  
**Here's PROOF of Value**

IN 1941, FRIGIDAIRE SAID:  
**Ask for PROOF of Value Inside and Out**

**FRIGIDAIRE**  
**Has said it before—**  
**and is**  
**Saying it Again!**

**You Can't Beat PROOF of Value!**

In these days when it is again necessary to sell merchandise, the true merit of a product becomes more important than mere claims. So, Frigidaire again offers Proof of Value!

Yes, today, as over the years, Frigidaire and Frigidaire Dealers are telling prospects about Frigidaire's proof of convenience, proof of economy, proof of dependability. And, with dramatic proof demonstrations Frigidaire Dealers are capitalizing on the

value of the famous Frigidaire Meter-Miser, simplest refrigerating mechanism ever built — of Lifetime Porcelain, finest of all finishes — Quickubé Ice Trays, Radiantube Units, Live-Water Action, Rapidry Spin, Even Heat Oven and many other exclusive features of Frigidaire kitchen and laundry appliances.

Quality merchandise backed by proof is just one more reason why the Frigidaire franchise is so valuable.

Depend on   
**FRIGIDAIRE**  
to do things right



## Blees Tells NEWA Session:

## Dealers Need Help on Inventory Control, Accounting, Management, and Discounts

CINCINNATI—Five ways in which manufacturers and distributors can help dealers make money were outlined at the recent 41st annual convention of the National Electrical Wholesalers Association by William A. Blees, vice president of Avco Mfg. Corp. and general sales manager of its Crosley Div.

Speaking before NEWA's appliance division, Blees said manufacturers and distributors must:

1. Stop overselling dealers and help them keep control of inventories.
  2. Help dealers get good accounting and management into their operations.
  3. Immediately study discounts and review them in line with the present-day cost of doing business.
  4. Get wholesale men to become retail minded.
  5. Not pack territory with dealers.
- "If we do these things," he declared, "we will build confidence in the minds of our dealers and have a prosperous organization."

## Overproduction Worst Problem

Blees began his talk by discussing overproduction, which he said is the worst of the many problems besetting the appliance business. Basically, most of the troubles of business stem from this factor, he asserted.

"Too much inventory often breaks companies, ruins distributors and dealers," he said. "Those companies who can and do manufacture in line with actual sales are always in a position to move quickly in any direction and usually end up in selling the most goods and making the biggest profits."

"How can a company control production? It is not easy to do, but it can be done if you get the cooperation of dealers and distributors, and secure from them the current information on sales and inventories. . . .

"One of the first things I did when I came to Crosley was to install a forecasting system with all of our distributors. In the month of March our refrigeration business was up 49% over 1948, and in the month of April our sales were 67% ahead of April, 1948."

"We are paying strict attention to our forecasting system and we will continually control our manufacturing based on our distributors' reports."

"Is the system working? Our inventory on refrigerators in the hands of distributors is less than a 30-day stock, and we have less than a 30-day stock in our own factory inventory. While we do not have accurate reports from our dealers, we know from the sales that we have made to them, that they have less than a 30-day stock."

"We are now in the process of getting the dealers to help us in this reporting and forecasting system."

Continuing, Blees emphasized that "no company has ever increased its total business by loading distributors and dealers with excessive inventories." He said he has found that this practice actually reduces rather than increases volume.

"In this business where dealers are carrying several lines of competitive merchandise, I find some men believe that they will sell more goods by getting the dealer heavily stocked up on their line, so that he can't do business with other companies," he stated.

"Sometimes it does result in that dealer giving that particular company a little more volume temporarily, but for the long haul such practice always gets companies and dealers into trouble."

## Big Inventories Do Harm

"Whenever you get too much inventory in the hands of factories, distributors, or dealers, it invariably results in doing great damage to everybody in that business. Many times the result is drastic and disorderly price cutting."

"But even if that does not occur, the excessive inventory places an extra heavy burden of warehousing



Seated next to Blees at the NEWA meeting are: (left to right) Alfred Byers, NEWA secretary; K. G. Gillespie, chairman of the major appliance committee; and Herbert Metz, chairman of the planning committee.

and interest costs which eats into the profit of the business and reduces volume. The money that must be paid for excessive warehousing and interest could be used for increasing the distributors' or dealers' profits, or in promoting the sales of more merchandise."

"Now I do not mean that distributors or dealers should not carry adequate stocks. Many dealers make the mistake of having too low inventories. Enough inventory should be carried to make quick deliveries to customers and to stimulate sales activity on the part of the distributors and dealers. . . .

"When I talk to dealers in meetings throughout the country, I am advising them to never carry over a 60 days' stock of refrigerators and try to control their inventories to around 30 days. The amount of stock which they handle, depends upon the season of the year."

"In the spring they should carry a little more and in the fall on refrigerators they should carry less. The reverse is true in handling television inventories. . . .

"I am also saying to them that if any wholesale man, including Crosley representatives whom we have instructed to keep inventories in line with sales, tries to load them up with excessive inventories, to politely tell him 'to go to hell.'"

## Price Protection Should Be Two-Way Street

Blees noted that one of the ways distributors and dealers are trying to protect themselves against overproduction by factories is to insist upon price protection.

"I believe in price protection," he asserted, "but I don't think that it is the answer to overproduction. I also feel that there is a responsibility for distributors and dealers to carry a reasonable stock of merchandise."

"We have price protection in Crosley on some of our lines. There is a feeling, however, that it is the sole responsibility of the factory to take all inventory losses when price adjustments are necessary."

"That I do not believe is fair. Price protection should be a 'two-way street.' Each of us should bear our share of inventory losses, the same as each of us get our share of profits when increases in prices take place."

"I have searched the records for the last three years and I do not find that as prices of merchandise were rising, that any distributor or dealer sent any checks to the factory to pay the increases in the values of their inventories when those rises occurred."

## Dealers Need Training In Accounting Methods

On the subject of helping dealers learn how to keep books and use the information in the management of their business, Blees said this is the most difficult job that any company can undertake. But, he added, it will pay greater dividends in the long run than almost any activity in the business.

"What is the use of spending large sums of money with dealers in training them, teaching them how to be good sales managers, promoting the business with heavy expenditures in advertising, if the dealer is going to go broke and you have to start all over again to teach another dealer the right way to manage his business and sell goods?" he asked.

"We are always going to have dealers go broke in this business, but we can stop a lot of their losses by proper accounting and good management."

"And in connection with good accounting, I can tell you from experience that many distributors do not have adequate records in their business to be good managers. We are

working aggressively with all of our distributors to get good accounting into their business."

"We are developing a simplified accounting system which we will offer to appliance dealers and we will teach them not only how to keep the books, but how to use the information in managing their business. . . .

"I have had many people in this business tell me that it won't do any good to try and straighten out some of these things with dealers. I have been told repeatedly that appliance dealers are different. That's bunk!"

"I have been selling goods for 30 years as a salesman, as a retailer, and at wholesale. The men and women in the appliance business are no different than the people in other businesses. . . .

"Why are dealers suspicious of distributors and factories? Let's be honest about it. Have we handled dealers since the war in a way that would create confidence and loyalty?"

"In the allocation period that we have been through, there has grown up an arrogance and disrespect for the rights of others. I know that factories have arbitrarily handled distributors and done many things that they shouldn't have done in this period; and I also know that distributors have arbitrarily handled dealers."

"No, the dealer is not guiltless either—I have been successfully insulted many times by a dealer when I wanted to buy something. Now that business is getting a little tough and competition keener, I find dealers calling on distributors and on factories to change our ways."

"I know that distributors are calling on us to get us to change some of the things that are wrong in the business. The thing that I don't like about the situation is that each group seems to be blaming the other group."

"Changes are needed at the factory, in the distributorships, and in the dealerships. I also believe that all of us want to sit down together and talk over these troublesome things and as partners solve the problems that confront us."

## Plan Must Be Fair To All

"I think we will get them solved quickly if we will keep in mind the primary reason why all of us are in business and that is to make some money out of it, and whatever is done must be fair to the factory, to the distributor, and to the dealers; and may I add with a great deal of emphasis, to the man who buys our goods."

Blees' next point was that "factories must do something about discounts in this business so as to assure a reasonable and satisfactory profit being made by distributors and dealers."

"I am deeply concerned about discounts. As long as we were getting fast turnovers and we did not have any selling expense, small margins did not make much difference. Fast turnovers assured us of high profits."

"But now that the turnover of inventories has reached a normal rate and we must go back to doing more things to sell merchandise, the discounts that we have in this business I am afraid are going to prove to be inadequate."

"This situation cannot be cured overnight, but it requires the immediate attention of all of us. No discount can offset bad or inefficient management."

"In trying to find an answer to this problem, I have encountered a discouraging thing. It is practically impossible to get any real information from our distributors or dealers about the cost of doing business. We get a lot of argument, but we don't get the facts."

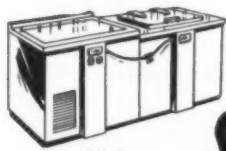
"It is grossly unfair for a distributor to get good accounting into their business. (Concluded on next page)"



DC-6



F-2



SC-6



CF-2

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## Mfrs. Need Business Cost Data To Compute Distributor, Dealer Margins

(Concluded from preceding page)

tributor and dealer organization to ask a factory to make decisions which vitally affect the welfare of everybody in the business without giving the management at the factory the facts upon which to make these decisions.

"We cannot operate this business on hunches and opinions. We are not afraid to meet the issue, but we must have accurate information and that can only come from good accounting both in distributorships and dealerships.

"Now I want to urge you distributors to protect your dealers and not overcharge them on the merchandise because the factory may have short discounts. What you should do is to fight the battle of discounts with the factory. . . .

"At the same time the distributors and dealers are clamoring for more discounts, they are also asking the factory for lower prices and more advertising.

"Now the cost of doing business is not any lower for the factory than it is for you. Every factory is spending a lot more money to advertise and promote its products.

"It is going to be quite a trick to lower prices, increase advertising, increase discounts, and still end up with a profit for the manufacturer.

"In spite of that, if the margins which are now in the business are inadequate for distributors and dealers to make profits with reasonable management, the factories are going to have to do something about it, so the distributor can quit taking it out of the hide of the dealer. Discounts must be adequate if dealers are to make profits."

The Crosley executive then stressed that "your wholesale men who are calling on dealers must stop being 'order takers' and become retail salesmen. . . .

"They must work with dealers to move the goods off the dealer's floor into the hands of customers. They must do those things that will help the dealer sell.

"If you are going to ask your wholesale men to do this kind of work and be better sales promotion men, you must reduce the number of dealers on whom they call. In many distributorships today, district managers have so many dealers to call on to pick up orders that they cannot spend sufficient time at each dealership to really get something done to make the dealer better.

### Distributor Must Lead Way

"We hear a lot of talk about getting more selling activity from our dealers. We will never get it by literature and conversation. The wholesale men must lead the way and teach the dealer by demonstration what to do and how to do it to increase his sales. . . .

"It has been my observation in studying this problem, that our compensation plans may need to be reviewed and our men paid for the work they do as well as for the volume which comes out of the territory. I urge you to look into this subject carefully and objectively.

"It will help dealers make more money if they sell goods properly. If they know how to sell the goods and understand the features of the merchandise, we will have less price cutting in this business which is so destructive to dealers' profits.

"One other point—there are two schools of thought in this business about dealers. One is to let any dealer who wants to, sell your merchandise. The other is to try to set up a dealer organization so that each dealer has enough potential to make a satisfactory profit, if he will do a reasonable amount of work. I subscribe to the latter method."

## Ingraham Tells NEWA:

### Loading Dealers with Merchandise That Is Caught-Up Destroys Selling Incentive

CINCINNATI—The appliance distributor in many large cities across the country is in one hell of a fix.

So Edgar B. Ingraham, retiring president of the National Electrical Wholesalers Association, told that group at its recent 41st annual convention in the Netherlands Plaza hotel here.

Ingraham, who is chairman of Times Appliance Co., Inc., of New York City, traced the course of the appliance business from V-J Day to the present and indicated what might happen "if we do not take present day conditions seriously."

"As we all know, on V-J Day the country was short of practically all electrical products," he said. "Factories expanded their facilities, newcomers started up, and all poured out products in ever increasing quantities to meet the clamoring demands of the customers.

"Black markets flourished in almost every line. Soon some products caught up with demand and were produced in surplus quantities. All this time the manufacturers, in order to be fair to their distributors, instituted an allocation system and expected their distributors to take the caught-up merchandise along with the short merchandise.

"While this was not exactly a tie-in sale, the distributor who didn't take his caught-up merchandise along with his short merchandise was likely to find his allocations on short

merchandise either delayed, cut down, or cancelled.

"With warehouses piled up with caught-up merchandise, most distributors worked extra hard to move caught-up merchandise along with short merchandise. In time, the dealers became loaded with caught-up merchandise.

"It was not long before the sellers' market passed away and all electrical products became caught-up merchandise. You may be able to think of one or two that are still in the class of short merchandise, but that's not the important thing.

### Orders Gave False Impression

"The important thing is that for the most part manufacturers continued their allocation system and pressured their distributors to place orders accordingly. Many distributors took these allocations and gave a false impression to many manufacturers of the quantities of each product that they could sell. . . .

"The pressure of manufacturers on distributors to place orders in quantity on a semi-allocation system gave rise to the distributors' use of pressure selling of caught-up merchandise. In more than one case a loading technique was used, stimulated by heralded price increases and followed shortly afterwards by price decreases far below the original prices.

"Loading was also stimulated by cruises, spiffs, split cars, contests, and other questionable practices, including key city advertisements by manufacturers featuring the phrase, 'Liberal Trade-in Allowance,' with no plan for appraising or disposing of the traded in merchandise.

"With all this pressure on them, what did the distributors' franchised dealers do? They transshipped to non-franchised customers, they cut prices, they offered elaborate trade-in allowances on an unsound basis, and they sold at very narrow margins—too narrow to permit them to build up their capital base necessary for conducting the enlarged business they were doing."

Ingraham declared that the result of all this, if carried on to its logical conclusion, is chaos.

"Unfortunately there is ample evidence that cutting of prices under today's conditions benefits no one. It is a serious deterrent to sales, does not increase turnover, and kills incentive to do real selling.

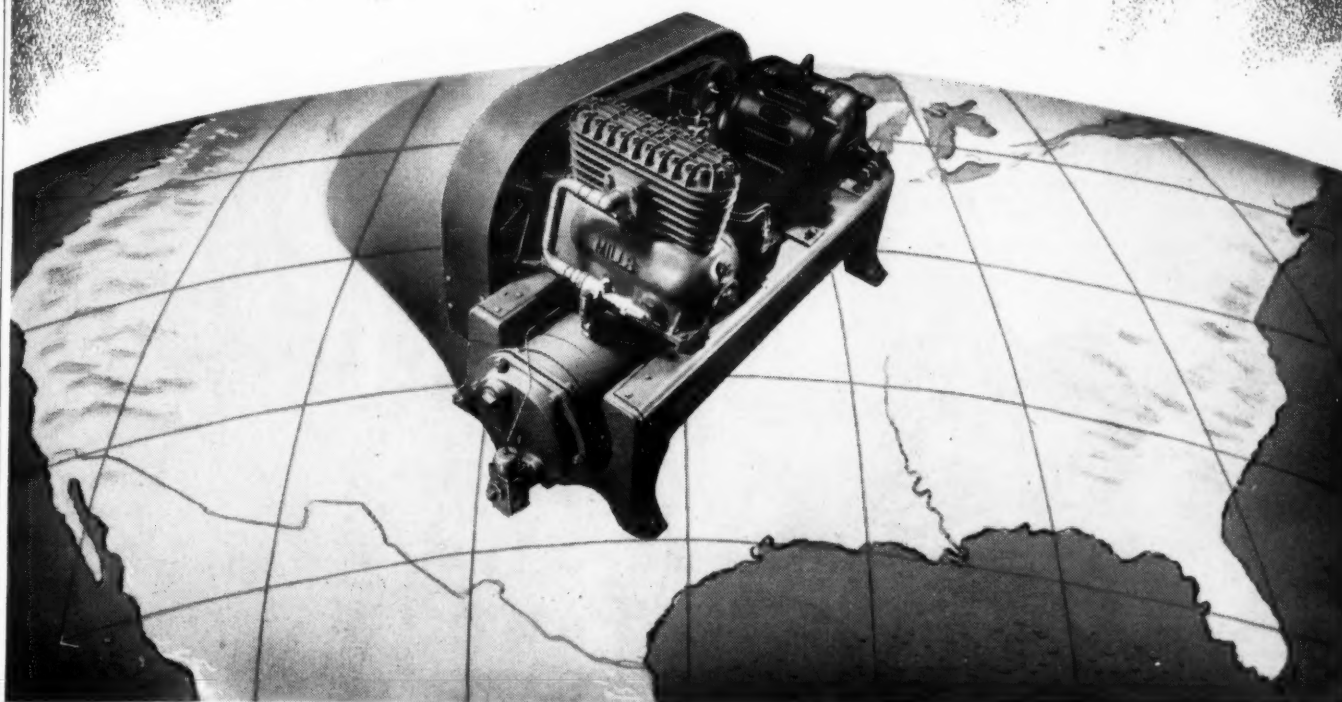
The New York City distributor said, "I doubt if any one of us knows what is ahead of us. Maybe I have drawn an exaggerated picture.

"However, I would like to hazard a guess that, unless a lot of these bad practices I have enumerated above are curtailed, we are headed for liquidations of stocks, and for failures galore in the dealer field, and plenty of trouble for wholesalers and manufacturers as well.

"Let's cut out the high pressure loading all up and down the line. As distributors, let's buy intelligently. Let's regain the consumers' confidence.

"Let's get back to real selling effort—outside selling as well as selling in the store."

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Widely used and widely proved—MILLS Condensing Units meet operating requirements of economy and long-life dependability.

They provide sustained maximum output per size and dollar. Quietness is a result of correct design and precision manufacture. B.T.U. ratings are accurate and reliable.

MILLS Compressors and Condensing Units are made in standard capacities to meet all requirements within their range—1/4 to 10 H.P., air-cooled, water-cooled and combination air- and water-cooled types.

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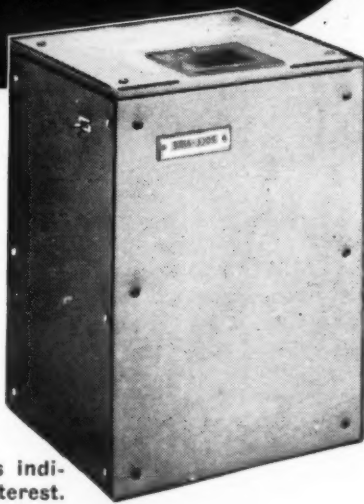
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- B.T.U. Model 500, approximately 7,000 per hour
- Model 1000, approximately 13,000 per hour.

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## Thompson Gets G-E Post In Air Conditioning Dept.

BLOOMFIELD, N. J.—L. E. Thompson has been appointed manager of product service and renewal parts sales of General Electric Co.'s air conditioning department, it was announced here by H. B. Donley, manager of marketing of the department.

Thompson will continue his activities as manager of renewal parts and, in addition, will take over responsibilities for the activity of the company headquarters field engineering group.

A graduate of the University of Missouri, Thompson entered General Electric in August, 1935, on the business training course at Schenectady. From 1938 to 1940, he was on assignment as traveling auditor, and in March of 1940 he came to Bloomfield in the accounting and financial division. In 1945, he was named manager of the General Electric renewal parts division.

## Nebraska Law Prohibits Liquor Dealers from Accepting Free Fixtures

LINCOLN, Neb.—Liquor wholesalers and distributors cannot lawfully furnish display fixtures, refrigerated or otherwise, to retailers in Nebraska, according to an opinion given the State Liquor Control Commission by the attorney general's office.

However, the distributor may suggest an arrangement for the display of liquors, wine, or beer by the retailer and may provide signs for the same, not exceeding a cost of more than \$100, provided he furnishes nothing else of value.

Nebraska law does not prohibit the retailer from purchasing such display equipment, the opinion explained, provided he does not get it either directly or indirectly from a manufacturer, wholesaler, or distributor of alcoholic beverages.

## Larkin, Pioneer In Coil Field, Dies

HARVEY, Ill.—Lester U. Larkin, one of the pioneers in the commercial refrigeration field, died May 12 in Ingalls Memorial hospital here.

He was one of the founders of Larkin Refrigerating Corp., an early manufacturer of finned surface for refrigeration applications. He was active in the "patent pool" program on commercial refrigeration coils in the early thirties.

Later he was with the LUL Corp. and Whiting Corp. His wife and six children survive him.

## Papers Scheduled for ASHVE Meeting June 20-22 Will Include 3 on Heat Pump

MINNEAPOLIS—Ten technical papers, including three on the heat pump, have been programmed for the semi-annual meeting of the American Society of Heating & Ventilating Engineers to be held at the Nicollet hotel here June 20 through 22.

In addition to the technical sessions on Monday, Tuesday, and Wednesday mornings there will be such entertainment features as a golf tournament, a social hour Monday evening with entertainment and a smorgasbord dinner, and the dinner-dance Wednesday evening. Also scheduled are inspection tours, launch trips, an informal "evening of fun" Tuesday, as well as special events for ladies and children.

Of the papers on the heat pump, two will discuss the earth as a heat source or storage medium. The other is a report on one year's operation of the country's largest office building heat pump system—the Equitable building in Portland, Ore.

The technical program for the meeting is as follows:

### MONDAY, JUNE 20, 10 A.M.

"Determining Performance of a Blower Used with a Furnace," by N. A. Buckley and R. W. Roose, University of Illinois.

"Air Streams from Perforated Panels," by Alfred Koestel, Philip Hermann, and G. L. Tuve, Case Institute of Technology.

"Pressure Loss and Air Flow Characteristics of a Box Plenum," by

S. F. Gilman, R. J. Martin, W. R. Hedrick, and S. Konzo, University of Illinois.

### TUESDAY, JUNE 21, 9:30 A.M.

"Earth as a Heat Source or Storage Medium for the Heat Pump," by E. W. Guernsey, P. L. Betz, and N. H. Skau.

"Heat Pump Results in Equitable Building," by J. Donald Kroeker, R. C. Chewing, and C. E. Graham.

"Ground Temperatures as Affected by Weather Conditions," by A. B. Algren, University of Minnesota.

### WEDNESDAY, JUNE 22, 9:30 A.M.

"Permeance Measurement Improved by Special Cell," by F. A. Joy and E. R. Queer, Pennsylvania State college.

"Human Tolerance Limits for Extreme Heat," by W. V. Blockley and Craig L. Taylor, University of California.

"Heat Gains Are Not Cooling Loads," by C. O. Mackey and N. R. Gay, Cornell university.

"Solar Energy Transmittance of 8-In. Hollow Block," by G. V. Parmelee and W. W. Aubele, ASHVE Research Laboratory.

## Voskamp, Pusey Elected Wilson Vice Presidents

SYRMA, Del.—The board of directors of Wilson Cabinet Co., Inc., has announced the election of two new vice presidents in addition to the re-election of John E. Wilson, Jr., as president, following the recent annual stockholders meeting at the company's headquarters here.

Harry A. Voskamp, Jr., director of purchases, and now vice president, joined the Wilson organization in 1946 as plant superintendent. He came to Wilson from the Armstrong Cork Co. with whom he had been associated as sales and production engineer since his graduation from Carnegie Institute of Technology back in 1936.

Raymond E. Pusey, chief engineer and the other new vice president, has been associated with the company for 10 years. He served as production and development engineer prior to his appointment as chief engineer three years ago.

Other officers elected were Henry C. Webb, treasurer, and Robert F. Nixon, secretary.

Wilson Refrigeration, Inc., re-elected John E. Wilson, Jr., as president, and Aubrey A. Davis, as vice president. Davis is in charge of sales and advertising.

The stockholders elected all of the above men as directors for both the Wilson Cabinet Co., Inc., and Wilson Refrigeration, Inc. In addition they also elected Alfred E. Bissell, William K. Paton, Arthur F. Morton, and James P. Brennan to the board.

## Food Storage

### 1. Wyoming Law Would Cover Baked Items

CHEYENNE, Wyo.—The city council has introduced an ordinance to compel bakeries and other establishments handling custard-filled pastries such as cream puffs, eclairs, napoleons, custard-filled doughnuts, and Boston cream pie, to provide refrigerated storage for such products at all times during the summer months, or else refrain from manufacturing them during the warm months.

The section of proposed bakery ordinance relating to cream-filled pastries originally stipulated that such highly perishable goods should not be offered for sale during the summer months.

It was amended, however, when objecting bakers pointed out that another section prescribes proper storage of all baking materials, and that proper storage means refrigeration.

The bakers convinced the council that if cream-filled pastries are properly refrigerated they are all right for consumption during the summer.

The ordinance provides for periodic inspection to assure proper sanitation. Penalty for violation would be a fine not exceeding \$100 for each offense.

### 2. Kentucky Urged To Press Storage Law

LOUISVILLE, Ky.—Strict enforcement of the state law requiring protection for food on sale at churches, schools, county fairs, carnivals, and public places is being urged by the newly-formed Jackson Purchase Sanitarians Association, it was reported here recently by the State Department of Health.

The law calls for adequate protection of food from flies, dust, dirt, and any other contamination.

Mrs. F. C. Dugan, director of the Division of Foods, Drugs, and Hotels, pointed out that food sold at open-air events can be wrapped and properly refrigerated. She said many food poisonings had been caused in the past by the spread of germs by dust and flies or by improper refrigeration of such foods as salads, pastries, ham, and fish.

The association's next meeting will be held in Paducah in July.

### Omaha Hinky-Dinky Markets Plan Wide Use of Refrigeration

OMAHA, Neb.—Two supermarkets featuring the latest in refrigerated display and storage facilities for meat, frozen foods, poultry and dairy produce, and vegetables, will be erected this year by Hinky-Dinky Stores.

One will be at 50th and Underwood in Omaha and the other in Falls City, Neb.



**GREATER CAPACITY**—The capacity of an evaporator drops in low temperature use because of heavy frost buildup. THERMOBANK is rated under actual low temperature operating conditions, and being completely automatic insures prevention of frost buildup. **THERMOBANK SAVES MONEY!**

**LESS OPERATING TIME**—Through greater evaporator capacity, back pressure is higher with greater compressor capacity. Operating time is drastically cut! **THERMOBANK SAVES MONEY!**

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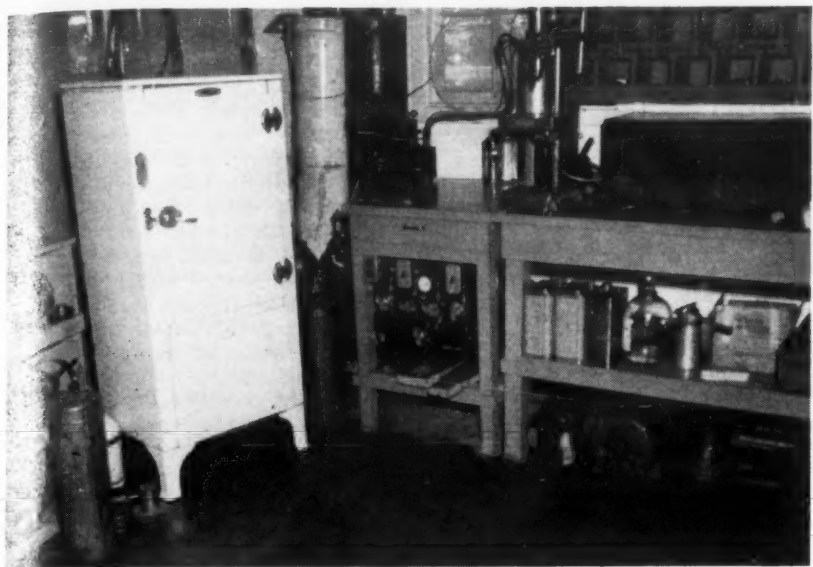
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## Neat Enough To Interest the Ladies



Here is a corner of Sears repair shop, showing the extreme neatness which is part of the scheme. At the lower left is the recharging panel.

## 'Glamorized' Repair Shop Impresses 'Service Conscious' Rural Prospects

ARVADA, Colo.—"Glamorizing" a service shop so effectively that visiting appliance prospects enjoy making a tour of it is a policy which has paid excellent sales-volume dividends at Sears Appliance Co., Frigidaire dealership here.

William E. Sears, a 20-year veteran with Frigidaire before opening his own retail store in this farming community near Denver, sells a market made up of farmers and suburban dwellers who are extremely "service conscious" after bad experiences with their first electrical appliances.

### REPAIR SHOP IS PROMINENT FEATURE

Therefore, his first step in building an appliance business was to make his appliance repair shop a prominent feature.

"Our idea was to make the shop so neat and clean that it automatically impresses the prospect with good service methods," he pointed out, "and to make it so prominent that even women who are usually uninterested in mechanical details would want to visit it. In this way, every appliance prospect goes through the shop, and is bound to talk it up to friends and neighbors."

The service shop occupies the rear 40% of the Sears appliance showroom, separated only by wide, white-framed glass windows through which visitors can see most operations.

Each shop man on duty wears a white uniform coat with "Sears Appliance Co." in blue letters on the back, which adds to the atmosphere of good housekeeping. Even a three-man crew of refrigeration servicemen covering Jefferson county wear similar uniforms.

Sears laid out most of the shop himself, with the emphasis on a scrupulous cleaning program, impressive banks of instruments, and de-

partmentalization.

The first thing the visitor sees is the compressor test bench, in the right front corner. This is a 5-ft. bench with a panel behind on which are gauges for testing head pressure, valves, and electrical controls.

### ALL CONDENSING UNITS CHECKED

A metal plate at one end is lapped with holes of various diameters and spacings so that almost any standard compressor can be bolted down on it, power supplied by a ¼-hp. Wagner electric motor beneath.

Every repaired condensing unit is thoroughly checked here. Part of the bench is likewise used for motor repairs, with a panel of electrical meters to check its operation.

Immediately beyond is a power tool bench for washing machine and metalwork repairs, including a drill press, milling machine, and a cabinet of hand tools and parts. All machines are painted the same color, and work surfaces scoured daily.

In the right rear corner is a refrigerant recharging section, incorporating a valve panel with five polished brass valve connections, pressure gauges, and controls set in a battle-ship grey panel.

"Freon" and methyl refrigerants are fed through the panel from a tilted rack of pressure bottles in the section, likewise kept free from grease or soil of any kind.

"It is simple to explain to visitors what all equipment is used for," the shop foreman pointed out, "since there is a place for everything."

On the rear wall is a 48-compartment bin for appliance parts, and next to this, a general work bench for small appliance and parts repairs, with neat metal drawers in banks below.

In the left rear corner is a com-

pletely enclosed metal booth, equipped with pressure solvent spray nozzles, for blasting away hardened grease and stains from refrigeration and motor parts before any work is done on them.

The enclosure prevents spreading of the soil through the shop, and insures that every mechanic works on clean, greaseless metal.

In the left front, Sears has installed a lathe, for turning down motor armatures, making metal parts if necessary, and a low workbench for extra working space. All benches are equipped with metal parts cabinets and drawers, to do away with unsightly piles on table tops.

All walls are done in light colors with washable finish, and are kept scoured at regular intervals. Mechanics on duty change their white

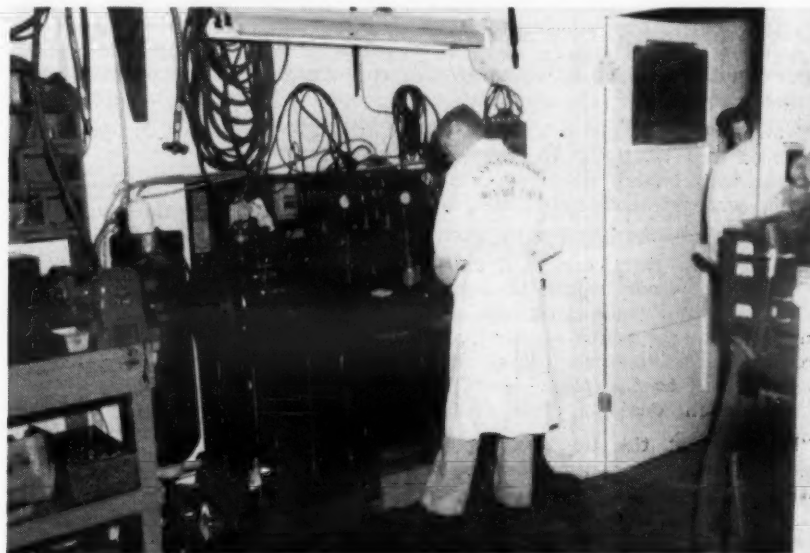
coats as soon as these become soiled.

In the rear of the building, Sears has constructed a corrugated aluminum outbuilding in which a stock of almost 100 electric motors and 20 condensing units is maintained.

In covering many miles over the surrounding farmlands, Sears Appliance Co. mechanics simply exchange motors or condensing units to get customer's refrigeration back in service rapidly, repairing the units without pressure in the shop.

Net results of "shop tours" by prospects has been a constant increase in both appliance and service sales. Sears offers refrigeration service at \$2.50 per hour.

As a result, the Arvada organization commands unusually high respect from farmers and homeowners who think of service first.



A serviceman working at the compressor test bench. All repaired condensing units are checked here.

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Tecumseh Hermetic Unit, Fiber glass insulation.

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Refrigerators For More Than 40 Years  
FOND DU LAC, WISCONSIN



## INSIDE DOPE

by GEORGE F. TAUBENECK

(Concluded from Page 1, Column 1)

collapsed into a state of utter uselessness. It had been anticipated, and the down payment on an electric refrigerator had been earmarked; we had also determined that the monthly payments would be no more than we had been paying for ice.

"That nice white porcelain electric refrigerator was easily the nicest gadget in our whole household. It was delivered when the two children were recovering from scarlet fever, and the ice cubes, taken from the new refrigerator and used in packs for swollen glands, seemed to have unheard of healing powers—they were so much in demand.

"And ice cream in the refrigerator, available at any hour—night or day! That is one of the early wonders of that electric age that our children's friends still talk about.

"When the daughter began going to dances, corsages were awarded priority in the most inconvenient places, and they required as much priority as a New Deal economist.

"When the son started out to basketball games and dances, he came home to a cold box of goodies and proceeded to make his own version of a salad. Its base was a dinner plate covered with lettuce leaves; thereon was stacked measures of cottage cheese, tomatoes, pineapple,

salad dressing, and chopped nuts. Those are precious memories for that boy who, along with nineteen others, took off from Noemfoor island in a C-47 bound for Finschhafen, and nothing has ever been heard of the plane or personnel.

"As the war progressed, the daughter came home, first with a granddaughter; then two years later with a grandson.

"The granddaughter was very proud of the jello dessert she made by herself and put in the refrigerator all ready for the next meal. The grandson enjoyed the cold milk best. They both consumed quantities of ice cream, especially when cones were supplied.

"For nearly twenty years that gadget faithfully pumped away with only one brief rest period—while a new motor was installed. Then came the time when the repairman said he could no longer silence the compressor and some day it would have to be replaced.

"New models of many kinds were inspected and finally a successor to the faithful friend was selected—freezer compartment, lights, and all the new features.

"The phone rang and announced that the 'successor' would be out in an hour. Mother cleaned out the servant of 'the best years of our lives,' forcing back tears as she did so—and almost going to the phone and call off the whole deal.

"But at last the tie was broken and the 'successor' installed. The faithful friend was taken away to be repaired and to become a friend to some other home—that eased the parting sorrow."—ROBERT W. DICKENSON.

### Verse of the Week

Somehow, we anticipated a different rhyming word when we read this contribution from Orville Reed:

"Roving wolves with the leering glance

"Take care when you make an amorous pass;

"You may get flipped on the seat of your pants

"By a graduate of a judo class."

### More Stories of the Week

In preparing his class for a written examination, the professor warned that it would be extremely difficult.

"In fact," he colloquialized, "this test will be tougher than week-old horse meat."

The entire class shivered appropriately, and the professor noted the apprehensiveness with satisfaction.

"The test papers," he concluded, "are in the hands of the printer. Any questions?"

"Yes," came a hoarse voice from the rear, "tell us the name of the printer!"

When visitors came out to view their new and up-to-date farm, Mr. and Mrs. Bitsworth sent their 8-year-old Betsy out to show them around.

Betsy led these cynical appraisers straight to the pigsty, which was enclosed with an "electric fence."

"What happens," asked one of the visitors, "when a pig backs into that electrified fence?"

Tittered the child:

"Then there's a short circus!"

### It Doesn't Work Out In Practice

England has been living under the "planned economy" of Socialism long enough for honest observers to see that Government Planning is a tragic failure. Certainly Socialism is not the answer to the economic and political problems which face the modern world. *It has failed in practice.*

A new book, "Ordeal By Planning," written by the distinguished Professor John Jewkes of the University of Manchester, England, tells the bitter story of England's "planning."

Professor Jewkes gives us a startling picture of what happens under a "planned economy." For instance, on page 217 he writes: "No pen could fully describe and no mind could wholly grasp the vast mesh of controls in Great Britain that now circumscribe everyday action. But a casual reading of newspapers over a few months throws up sufficient cases to provide some notion of the extraordinarily fine network of restraints and hindrances that surround us."

"A market gardener requires a new shaft for a wheelbarrow, a piece of wood costing perhaps ninepence. A license must be applied for from the surveyor of the district council on the appropriate form. The license has to be registered and filed by the district surveyor and then presented to, registered and filed by the timber merchant."

"A local authority for roads wishes to improve visibility at a dangerous junction by substituting some twenty yards of iron fence for the existing hedge. To obtain permission to do this, five enormous forms and nine maps, some of them colored, have to be prepared and submitted. The dispatch of a small shipment of six drums of lubricating oil involves the filling in of forty-six forms, requiring forty-two signatures, not including the customer's invoice or delivery notes. A local authority cannot increase the pocket-money of a child under its care without first obtaining sanction from the Home Office."

"A firm is fined for making 60,000 frying-pans for the home market, although it is established by evidence that the firm has done this only because of long delays by the Board of Trade in providing an export license, a license which in fact had been received after the fine had been imposed."

"A provincial corn merchant operates under fourteen licenses and 160 fixed prices. His books have been minutely investigated five times since control began; inspectors drop in at least four times a year to see if they can catch him; the Costings Department of his Ministry requires his trading accounts and balance sheets; he is expected to remember the salient points of hundreds of Orders and Regulations."

"Orders are couched in language open to all sorts of meanings so that the public could not know whether they were acting legally or not unless they took counsel's opinion. . . . Four Lincolnshire farmers are fined 1,200 (pounds) for growing canary seed. Mrs. Shenton, aged 79, is fined 10 (pounds) for growing too few potatoes; she said she had responded to a Ministry broadcast appeal to grow more wheat."

That is only one phase of what Socialism is doing to England. Professor Jewkes quotes Professor Schumpeter's comment on the plight of the average businessman. "Entrepreneurs cease to stand by their guns. . . . They talk and plead. . . . snatch at every chance of compromise. . . . are ever ready to give in. . . . never put up a fight under the flag of their own ideals. . . . the bourgeois order no longer makes sense to the bourgeoisie itself. . . . When all is said and done, it does not really care."

Professor Jewkes also warns that the more Socialism is threatened by failure, the more savage will be the efforts of bureaucrats to encompass it at any cost. Vast corruption is eating away the British social structure, he points out, now that people are no longer free to choose and change their occupations. And he sees no hope for the future of Britain unless freedom of opportunity is restored to the hapless citizens of that hapless nation.

### News Item

"MALDEN, England—A plumber in Britain is forbidden by his trade union to ride to work on a bicycle."

"This rule was brought to the notice of four plumbers employed by the municipality here."

"The union which warned four men that they were running the risk of a \$4 fine every time they pedaled from one job to another."

"They may walk, hitchhike, travel by bus or trolley, but no biking. The municipal council appealed to the union to reconsider the ban but the union's answer was no."

"John W. Stephenson, secretary of the plumbing trade union, explained that the rule dates back to the early days of the bicycle when some employers made it a condition of employment that plumbers should be able and willing to cycle to their work."

"The union thought this unfair to its older members who might be unable to ride a bicycle. The union imposed the ban which is still in force although it is generally ignored."



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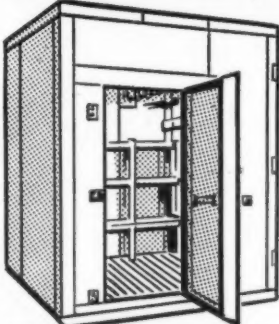
It's the Remington Aristocrat (model 12W). Delivers 15,000 btu/hr., handles jobs your competition can't touch, because only REMINGTON has such cooling power. Five other models, 1/2 to 1 1/2 hp. AC and DC, air and water cooled, make Remington MOST COMPLETE line. Sold direct to installing distributors, giving you top profit. Write for Booklet G-2.

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	7'0" High	7'10" High	6'6" High	7'10" High
4'6" x 7'	\$254.40	\$296.40	\$296.80	\$345.80
6'5" x 7'	320.40	366.00	373.80	427.00
6'5" x 10'	412.80	472.80	481.60	551.60
6'5" x 11'	444.00	507.60	518.00	592.20
8'5" x 7'	385.20	440.40	449.40	513.80
8'5" x 10'	493.20	559.20	575.40	652.40
8'5" x 11'	523.20	598.80	617.40	698.60
8'5" x 15'	602.40	703.20	702.80	822.40
8'5" x 18'9"	750.40	861.60	870.80	1005.20
12'4" x 10'	643.20	722.40	750.40	842.80
12'4" x 11'	688.80	771.60	803.60	900.20
12'4" x 15'	873.60	970.80	1092.00	1132.60
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## Fogel's Recognition of Independent Union Ruled 'Discrimination' Against UE-CIO

### NLRB Decision Cites Case's Confused 3-Year History

PHILADELPHIA—Fogel Refrigerator Co. here has been ordered by the National Labor Relations Board to withdraw all recognition from United Commercial Refrigerator Workers Independent Local 1946 as representative of any of its employees and cease giving effect to its April 1948 contract with that organization, and to cease and desist from discouraging membership in any labor organization.

The NLRB ruling was in Case No. 4-C-1809, and arose out of charges made by Local 155, United Electrical, Radio & Machine Workers (CIO).

The decision seemed to revolve on the point that the company should not, even by indirection, exert any influence on the organizing rights and procedures of its employees.

Findings of the trial examiner in the case involve a rather tortuous series of maneuvers in the organizing of the company's employees, but this is in effect what happened:

In 1946 the UE-CIO had made efforts to organize employees of the company and had filed a petition for certification as bargaining representative with the NLRB. Before any action was taken on this, a strike occurred, and the striking employees elected a committee consisting of three employees and two representatives of the UE-CIO.

The strike was settled and a part of the terms of the stipulation, according to the trial examiner, was that negotiations for a collective agreement should commence between the company and the employees.

#### EMPLOYEE SUBMITTED CONTRACT

These negotiations started but became stalemated. At this point an employee representative on the committee sought out and submitted to the Fogel Co. attorney a proposed contract which he had drafted. This contract was ultimately executed by the company and by the employee members of the committee, and shortly thereafter the 1946 Independent Union was organized.

The trial examiner found that there was evidence that when the committee member presented his proposed contract to the company attorney, without prior consultation with other committee members, he intended to by-pass the committee and the UE-CIO, and organize a new independent labor organization. The trial examiner, however, was of the opinion that the evidence did not show that the attorney was aware of such plans or was a party thereto.

But the NLRB members, in reviewing the case, declared that two facts lead to a contrary view of the issue. The first was that the proposed agreement contained language specifically referring to an "independent union." Thus, stated the Board, it appears that at the several stages in the negotiation of the contract the

company had reason to know that the committee member contemplated the establishment of an independent union and the ousting of the UE-CIO.

Secondly, said the Board, the day following the submission of the proposed contract, the committee member called a meeting and by secret ballot it was voted not only to accept the contract, but also to form an independent union to administer it. Then the ballots were shown to the attorney to show that the committee represented a majority of the employees.

But, says the Board, since it is clear that the attorney already was aware that the committee represented the majority of the employees, as evidenced both by the instrument empowering the committee to negotiate the strike settlement and by the

strike settlement stipulation itself, the reference to the voting and exhibition of the ballots were meaningless gestures.

A reasonable interpretation of this sequence of events, says the Board, is that it constituted, in effect, a report from the committee member to the attorney that the employees not only approved the proposed contract, but also acquiesced in the scheme to create an independent union. Thus the board found that the company attorney, prior to the execution of the contract signed with the committee, had knowledge of the scheme to form an independent union.

The Board then said:

#### 'FOGEL AIDED INDEPENDENT'

"The company's knowledge of the prospective formation of an independent union makes it evident that the company's alacrity in signing the April 5 agreement, and thereby granting the exact wage increase which it had previously refused during negotiations in which the representatives of the UE-CIO had been involved, was a calculated effort on its part to smooth the way for the creation of the 1946 Independent

while there was pending a question concerning representation raised by the petition filed by the UE-CIO.

#### ACTION TERMED VIOLATION

"This ready acceptance of the contract, coupled with the unhesitant manner in which the company recognized the 1946 Independent without first putting it to the proof of a contested Board proceeding in order to demonstrate its majority status, as had previously been required of the UE-CIO, constituted, we find, disparate treatment in favor of the 1946 Independent, and the granting of substantial assistance to that organization. In accordance with our policy announced in the Hershey Metal and Carpenter Steel cases, we find that by the foregoing conduct, the Respondent violated Section 8(2) of the Act."

#### Wholesalers, Mfrs. To Tee Off

CHICAGO—Fourth annual wholesaler-manufacturer golf tournament sponsored by the Central Refrigeration Wholesalers Association will be held at the Midlothian Country Club here on June 14.

## Harwood Is Southeastern Division Manager for Sunroc Refrigeration Co.

GLEN RIDDLE, Pa.—Douglas A. Harwood has been named southeastern division manager of the Sunroc Refrigeration Co., it is announced by Orville C. Morrison, president of the company. Harwood will make his headquarters in Atlanta, Ga.

Harwood, formerly assistant director of development of the National Association of Manufacturers, graduated from Yale university in 1932. He served four years with the Army in World War II. Prior to entering the Army he had been associated with the Air Reduction Co. during a period from 1935 to 1941.



D. A. Harwood

# 765 GLASSES of 40° Beer per hour without use of Precooler



REFRIGERATION SERVICE ENGINEERS like the compact size and simplified construction of Temprite draught beer coolers. A Temprite unit can be sold with complete confidence and installed with the least amount of effort.



4 HEAVY-DUTY Temprite draught beer coolers shown above are designed for installation where precooler is not provided or where beer kegs are stored in a warm room or basement. They'll handle up to 3 brands of beer plus plain and carbonated water...from the same cooler at the same time. 4 medium capacity models (not illustrated) are available for lighter requirements or where a precooler is provided.

### NEW HEAVY DUTY TEMPRITE BEER COOLERS draw perfectly cooled beer...instantaneously ...from 70° inlet temperature

The new heavy duty Temprite draught beer coolers are designed to do the entire cooling job strictly on their own. No precooler is necessary. Temprite's famous patented instantaneous cooling principle makes this possible. Beer coils are submerged in the liquid refrigerant itself and the heat of the beer is transferred directly into the main body of the refrigerant.

Any of the four heavy duty models will draw up to 765 glasses (48 gallons) of 40 degree beer hourly, from a 70 degree inlet temperature. Instantaneous cooling gives each unit a very high overload capacity which means that no matter how frequently the tap is opened during rush periods, the beer is right for drinking pleasure.

Smooth, stainless steel coils and Koroseal connector tubes help to deliver beer at its best. Every glass is cooled to perfection. Every glass has brilliancy, body, flavor, and a rich, creamy collar of the right depth.

Experienced refrigeration engineers are sticking with Temprite because Temprite dependability has been proven...over the years...in every kind of service.

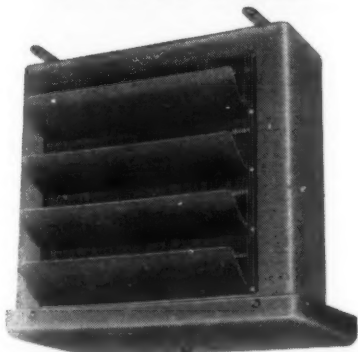
If by chance you're unfamiliar with the Temprite story won't you drop us a line today?

TEMPRITE PRODUCTS CORPORATION  
43 Piquette • Detroit 2, Michigan

RUSH me more details on Temprite heavy-duty beer coolers. I sure want to earn more money during the big selling season now under way!

NAME \_\_\_\_\_  
COMPANY \_\_\_\_\_  
STREET \_\_\_\_\_  
CITY & STATE \_\_\_\_\_

LOOK to LARKIN  
for Good Looks



#### LARKIN HUMI-TEMP UNIT

For clean, smart lines, satin-smooth finish, color and overall good looks—Larkin leads. Behind this beauty is the quality and performance that keeps Larkin ahead.

Manufacturers of the original Cross-Fin Coil — Humi-Temp Units — Evaporative and Air Cooled Condensers — Air Conditioning Units and Coils — Direct Expansion Water Coolers — Steel Vacuum Plate Coils — Heat Exchangers.

WATCHDOG OF THE NATION'S FOOD SUPPLY

LARKIN COILS

319 MEMORIAL DR., S.E. • ATLANTA, GA.

Since 1929



# Temprite

Products Corp. 43 Piquette, Detroit 2

Manufacturers of commercial and cabinet type water coolers, industrial water coolers, carbonators, draught beer coolers, soda fountain coolers, temperature control valves, oil separators, equalizer tanks, heat exchangers, etc.



## Lack of Refrigeration Blamed In 5 Detroit Food Poisoning Cases

DETROIT—Reports of five cases of food poisoning during the recent hot weather prompted the local commissioner of health to warn householders to keep foods properly refrigerated.

He attributed all five cases to eating roasts which had been kept in kitchens at room temperatures for two or three days.

"Under some circumstances, germs multiply so quickly that foods not properly refrigerated for even an hour or two may be dangerous," he pointed out. "The only way to make sure you are safe is to keep such foods chilled from the time they arrive in the kitchen until they are served."

He listed meat, fowl, fish, salad dressing, potato salad, sandwich filling, and cream-filled pastries as the most dangerous to leave at room temperatures.

## Carson Heads U.S. Radiator Water Heater Division

DETROIT—Appointment of L. T. (Kit) Carson as manager of the water heater division of United States Radiator Corp., was announced recently by Wesley J. Peoples, president and chairman.

Carson was formerly midwest sales manager at Des Moines, Iowa, for the Jud Whitehead Co., Oakland, Calif., manufacturers of water heaters.

## E-DAY Utilities Set Campaign for All-Electric Kitchens

NEW YORK CITY—June 1 has been proclaimed as "E-Day" (Electric Day), on which date all members of the electrical industry are urged to publicize the industry's new slogan, "Of Course—It's Electric!" through all possible advertising media, and to begin intensive promotion of the all-electric kitchen, it has been announced by Ernest R. Acker, president of the Edison Electric Institute.

With the industry "once again in a buyer's market," Acker said, "E-Day" is expected to signal a return to large-scale promotion of electrical living, with emphasis at this time on sales activities being placed upon the major residential kitchen appliances.

"All members of the industry, including manufacturers, distributors, and dealers, as well as electric companies, are vitally interested in the progress of electrical living," Acker said. "Tools for the promotion of all-electric kitchens have now been available to all electric companies, through the Institute's new All-Electric Kitchen promotional program."

This program, which introduced the "Of Course—It's Electric!" slogan to the industry, is now being used by 127 electric companies throughout the country, Acker stated.

## Airline Re-elects Mason

WASHINGTON, D. C.—George W. Mason, president of Nash-Kelvinator Corp., was recently re-elected director of Capitol Airlines.

## Mississippi High Court Weighs Right of Mfr. To Enforce Dealer Fair Trading

JACKSON, Miss.—A test case challenging the constitutionality of Mississippi's fair trade act, enacted in 1938, has been appealed to the State Supreme Court.

Permitting manufacturers to establish minimum resale prices for their products, the Mississippi act is similar to fair trade laws of 44 other states. Such laws have been upheld by the courts of a number of states and by federal courts, although the Florida fair trade act was recently invalidated by the Florida Supreme Court.

In the Mississippi case, Hinds County Chancery Court Judge V. J. Stricker granted an appeal to the State Supreme Court from a decision in which he refused to enjoin a Jackson jeweler from selling a nationally-

advertised fountain pen below the price set by a fair trade contract.

The W. A. Shaeffer Pen Co. had sought under the Mississippi fair trade act to restrain Ray Barrett, Jackson jeweler, from selling Shaeffer merchandise below designated prices.

In denying an injunction, Chancellor Stricker ruled that the Mississippi act was "unconstitutional and inimical to the public welfare," and that it is "in direct conflict and repugnant to the anti-trust laws previously existing in this state."

Lawyers for Barrett had stated that the fair trade act provided that "retailers shall be bound by the manufacturers' price whether or not the retailer purchased the commodity from the manufacturer."

## Charles McBride Named Chief Draftsman for Coolerator Co.

DULUTH, Minn.—Charles A. McBride has been appointed chief draftsman for The Coolerator Co., reports R. E. Deaux, Coolerator chief engineer.

Completing his engineering education at Evansville college, McBride's engineering background includes a varied experience in plant layout, plant engineering and methods, processing work, and tool designing. He was formerly associated with the Bucyrus Erie Co., and more recently with the Liquid Carbonic Corp. of Morrison, Ill.

## \$12,500 Letter-Writing Contest Pushes Sales For Muncie Dealer

MUNCIE, Ind.—Fireside Furnishings, Inc., a Norge outlet here, recently offered \$12,500 in prizes to the winners of a letter-writing contest.

Contestants wrote letters on the subject, "What Makes Fireside the Place to Buy?"

First prize was a \$1,500 bedroom-living room-kitchen outfit and payment of light and gas bills for 12 months. Second and third prizes were, respectively, an 8-cu. ft. Norge refrigerator and a wringer-type Norge washer. There were 103 additional prizes.

Copy in newspaper advertisements emphasized that there was "nothing to buy" and that it was a local contest, judged by Muncie businessmen and a newspaper representative. Readers were urged to "see the famous Norge gifts on display at our store."

## Maytag Reports Drop In Quarterly Sales, Profit

NEWTON, Iowa—A sharp drop in both net sales and net profit for the first quarter of 1949 as compared with the same period last year was reported recently by the Maytag Co. here.

The firm announced that its net sales for the 1949 quarter totaled \$11,839,555 as compared with \$18,607,736 last year. In 1947, net sales amounted to \$10,941,914.

Net profit, after charges and taxes, for the first three months of this year, amounted to \$954,913, or 44 cents per share. Net profit for the same quarter last year was \$2,123,644, or \$1.16 per share. In 1947, net profit was \$1,141,353 or 55 cents per share.

## NARDA Sessions Will Cover Dealer Problems For Next Half-Year

CHICAGO—A discussion of the problems ahead for appliance and radio-television retailers during the last six months of 1949 is on schedule for July 11 when the National Appliance and Radio Dealers Association holds its summer market meeting here, according to announcement by James Lee Pryor, association president.

Pryor, a dealer from Wilmington, Del., noted that plans for the meeting have been revised to include the two half-day sessions originally scheduled into one. The day will begin with a breakfast meeting at which a special report will be made by the NARDA Committee who has been interviewing manufacturers on behalf of all appliance-radio dealers. This will be the first public report on the association activity, Pryor declared.

The morning general session will be given over to appliances, with two 15-minute talks on "What major problems will the dealer face," and "How can the dealer best solve these problems during the last half of 1949."

Open discussion will follow the talks.

A panel discussion has been arranged for the latter part of the morning to feature four dealers who will speak on "The two most successful sales promotion ideas I have ever used."

The afternoon will follow the same procedure, except that focus will be on radio and television, according to Pryor.

Sales presentation will be the subject of the feature luncheon address. The speaker as yet has not been named.

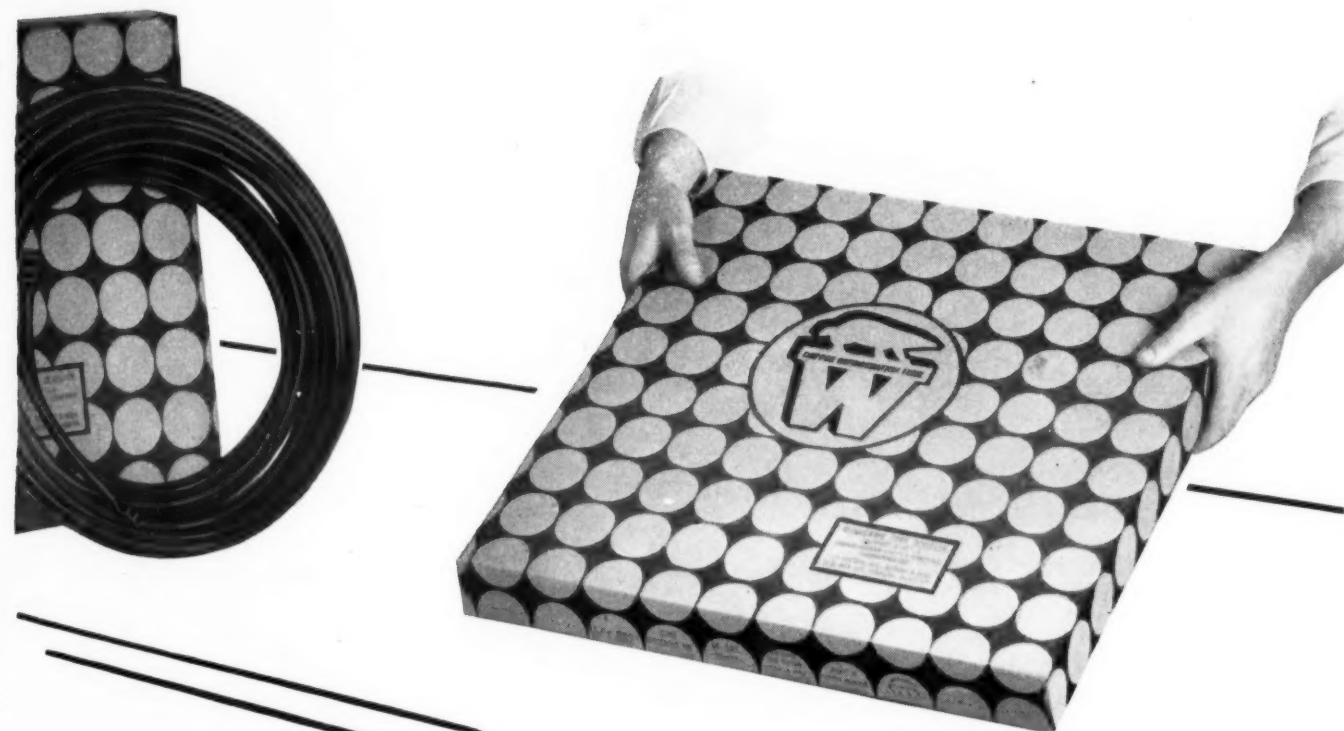
## Are You Missing Something?



Possibly you are missing extra profits and extra service to your customers on your restaurant contracts. Johnson Formica Counters, Bars and Table Tops, made to your specifications, can represent substantial additional orders.

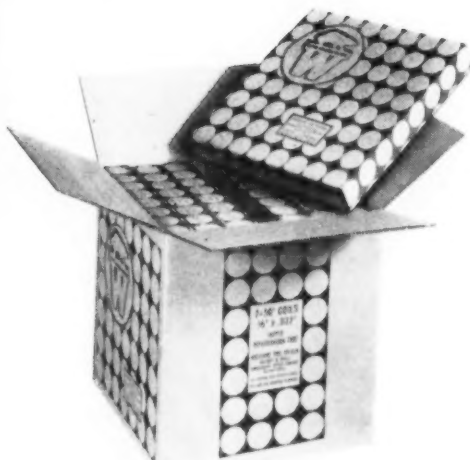
Many of America's most beautiful restaurants are Johnson equipped. Write today for our new catalog price list and details of the Johnson Dealer Profit Plan.

**Johnson**  
PLASTIC TOPS, INC. FORMICA  
69 North Street, Elgin 8, Illinois



## Wolverine Copper Refrigeration Tube

*is Easy to Sell*



There are many distinctive qualities possessed by Wolverine copper refrigeration tube that make it comparatively easy to sell—to mention a few: it is easy to bend, it is uniform, it is clean and dry. You can depend upon its giving you an extremely long period of efficient performance.

It comes to you carefully packaged in individual cartons of 50 foot coils. All of them individually protected by a master carton.

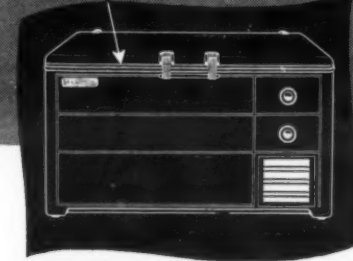
**WOLVERINE TUBE DIVISION**  
CALUMET AND HECLA CONSOLIDATED COPPER COMPANY  
INCORPORATED

MANUFACTURERS OF SEAMLESS NON-FERROUS TUBING

1413 CENTRAL AVENUE

DETROIT 9, MICHIGAN

## NEW COLOR builds extra sales for you in Deluxe 1949 BEN-HUR FARM AND HOME FREEZERS



● COLOR, is the new "buy-word" in home freezers! Introduced for the first time by the 1949 Ben-Hur Deluxe Farm and Home Freezer, Ben-Hur COLOR is meeting enthusiastic praise in homes everywhere — as a welcome means for brightening up home kitchens and making utility room decorating an exciting event again. But the rich "Ben-Hur Blue" is only ONE

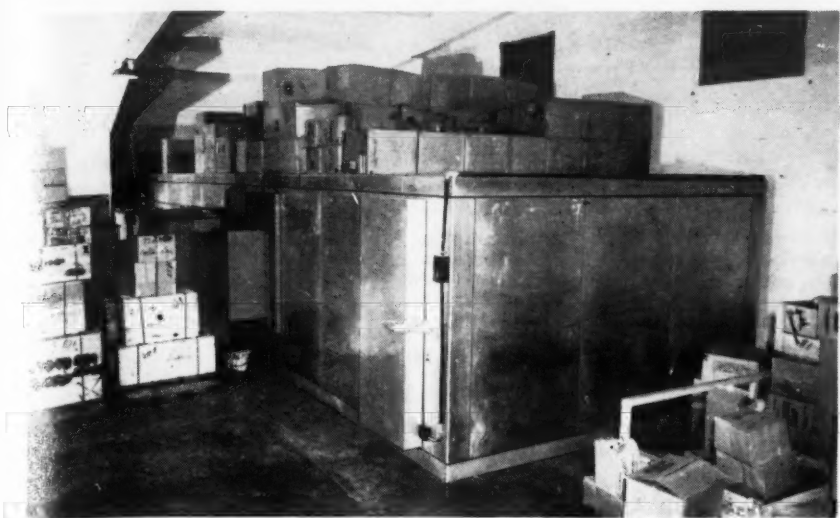
of many new selling features in the Deluxe Ben-Hur 1949 Freezer. You'll like the new cabinet front design, new Latch with crystal-clear Lucite handle, new cold control and temperature indicator, new wire food baskets and dividers, and new accessories — if you want them — like ice cube makers and alarm system. Add the FIVE YEAR GUARANTEE on the refrigeration unit, and other time-proven BEN-HUR features, and you have a Deluxe BEN-HUR Home Freezer line that deserves TOP BILLING in any sales program. Write for selling plan and full details TODAY. (\*Patent applied for)

BEN-HUR MFG. COMPANY, Dept. AC, 634 East Keefe Ave., Milwaukee 12, Wisconsin

**BEN-HUR FARM and HOME FREEZERS**  
HEALTHFUL LIVING THROUGH FROZEN FOODS



## Post Exchange Wages 'Cold War'



In this refrigerated warehouse in San Juan, Puerto Rico, the Army stores candy and other perishables.

## Reco-Fab Cooler Stores Army's Candy In San Juan

SAN JUAN, Puerto Rico—A problem which has long been the bane of existence to the candy industry—deterioration of candy due to heat and humid climatic conditions, was solved effectively and at low cost recently by the U. S. Army Post Exchange Service at the Army Base, San Juan, Puerto Rico.

Because of the prevailing climatic conditions and because of the large stocks of candy required carried on hand, it was essential for the Post Exchange Service to control the quality and appearance of the candies.

In order to solve their difficulties, the Army approached San Miguel & Co., Inc., San Juan, Reco distributor, who arranged to furnish and erect a "Reco-Fab," pre-fabricated, sectional, aluminum-clad, refrigerated warehouse. The warehouse when erected measured 12 ft. 1 in. by 41 ft. by 7 ft. 6 in. high.

It is equipped with two specially designed completely assembled packaged refrigeration systems operating at low temperature differential to provide proper temperature humidity control. Each of the refrigeration systems contains a 1-hp. air-cooled, "Freon-12" condensing unit. These systems are shipped assembled, ready to be bolted to a side wall panel of the pre-fabricated warehouse.

According to report received from G. A. Brunelle, manager of the refrigeration division of San Miguel & Co., it took exactly 20 hours using three men to erect the warehouse.

In addition to use for storage and preservation of candies, the Army Exchange Service has adopted the policy of storing other perishable commodities, such as cosmetics, (particularly lipsticks) in the pre-fabricated warehouse.

Estimates of San Miguel & Co. indicate that this installation will pay for itself in a short time on the basis of savings through prevention of depreciation of large quantities of candies, etc.

## Whipped Cream Specialties Case Pays for Self Faster Than Any Other Equipment, Bakery Operator Reports

ST. LOUIS — Whipped cream bakery products have been an "overnight success" at Herman Laub's Bakery, 4920 Hampton Blvd. here, through a combination of "suggestion" selling over the counter, and a new self refrigerated display case, according to Herman Laub, owner.

Laub installed the refrigerated display case last November, as part of

## Emphasis on Refrigeration Helps Drugstore Chain Set Soda Volume Record

ST. LOUIS—Strong emphasis on soda fountain refrigeration and carbonation led to a record sale of 12,000 "imperial chocolate sodas" per week over a one month period for the Katz Super Drugstores chain here recently, according to the fountain management.

"Extremely close control of carbonated water temperatures between 30 and 40° is equally important with ice cream and syrup flavors," it was pointed out by Irving Shapiro, manager of the Wellston store of the Katz chain—one of the largest fountain operations.

"We maintain temperatures within 3° F. at all times during the summer months, and find that invariably, the soda will hold a more firm, eye-pleasing head, no flatness ensues when the soda must be held on the fountain for any length of time, and the customer is inevitably better pleased.

"If temperatures are allowed to get above 40° F., we have found, the result is a less tasty soda, and one which will lack eye-appeal responsible for the specialty's popularity."

Dial-type thermometers keep a close check on soda fountain refrigeration in all of the Katz Super Drugstores in the St. Louis area.

## Sheet Metal Fabricators, Inc. Will Distribute Baker Line

SOUTH WINDHAM, Me.—Baker Refrigeration Corp. has announced the appointment of Sheet Metal Fabricators, Inc., 1700 Friendship St., Baltimore 18, as its new distributor in Maryland.

Its former distributor for this territory, Air Conditioning, Inc., has moved its headquarters to Washington, D. C., and will continue to serve that city and the adjacent counties of Maryland and Virginia.

a comprehensive remodeling program of the front of his bakery, and reports that the refrigerator paid for itself within a few month's time.

"Before installing the refrigerator, we made a survey of the area, as to possible sales volume," Laub said, "and were encouraged enough to make the purchase. Sales actually turned out to be many times in excess of what we thought possible, with the result that the refrigerated case paid for itself more rapidly than any piece of equipment I have ever purchased."

The bakery specializes in whipped cream cakes, whipped cream covered pies, eclairs, cream puffs, and a variety of specialty baked goods which have proven exceptionally popular.

The refrigerator has four display levels, in which all whipped cream products are displayed in trays covered with white doilies, for added eye-appeal.

Laub also instituted a "counter selling program"—whereby all salespeople in the store call attention to the refrigerated case, point out that its low temperatures make it possible to sell whipped cream specialties the year-round, and invite the customer to taste a sample of eclair or cream puff prepared by the bakery.

## SALES POSSIBILITIES EVERYWHERE

The complete Tyler line of welded-steel Commercial Refrigerators and Display Cases meets all requirements of food stores, markets, super-markets, hotels, restaurants, taverns, bakeries, florists, cafeterias, colleges, diners, drugstores, delicatessens, hospitals, institutions—anywhere perishables are stored or sold. Tyler Fixture Corp., Niles, Michigan.

TYLER  
FOR FOOD REFRIGERATION

R-5

## THE MASTER SERVICE MANUALS - - -

— — — and other books of the Refrigeration Library are depended upon as textbooks in trade schools from coast to coast.

BUSINESS NEWS PUBLISHING CO., DETROIT

## demand DETROIT CERTIFIED VALVES and CONTROLS

**THE DETROIT LUBRICATOR COMPANY**  
DETROIT

*Certifies as to the reliability of any device of its manufacture and bearing its nameplate or monogram. The company certifies and guarantees such device, under normal use, to give reliable and trouble-free service when properly installed. If such device is found defective, it will be replaced under our standard guarantee or published replacement plans.*

For more than 70 years the name DETROIT Lubricator Company has stood for quality beyond question. The certification of every DETROIT Control is your assurance of the continuation of this policy of building your business and our business on the firm foundation of complete customer satisfaction.

**DETROIT**

Look for this Certificate — only Authorized DETROIT Wholesalers sell certified Controls.

## Protecting YOUR Reputation—Maintaining OURS

DETROIT, famous for quality for over seventy years, now offers you the most aggressive and complete backing in its history. In addition to DETROIT's great nation-wide distributing organizations and an exceptionally well qualified factory service group, every control in the DETROIT line is Certified. This means products you can sell with confidence because

they are built to give your customers the maximum in convenience, reliability and economy—greater satisfaction for users, added profit for you. The next time you order refrigeration valves and controls, specify DETROIT. For, only with DETROIT do you get the important plus value of this Certified Quality—protecting your reputation, maintaining ours.

**DETROIT**  
LUBRICATOR COMPANY

5900 TRUMBULL AVE., DETROIT 8, MICHIGAN

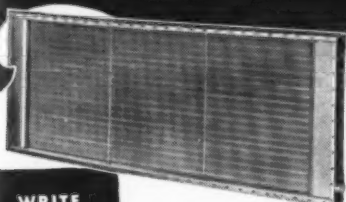
Division of AMERICAN RADIATOR & Standard Sanitary Corporation

CANADIAN REPRESENTATIVES: RAILWAY & ENGINEERING SPECIALTIES, LTD. — MONTREAL, TORONTO, WINNIPEG

Serving home and industry AMERICAN-STANDARD • AMERICAN BLOWER • CHURCH SEATS • DETROIT LUBRICATOR • KEWANEE BOILER • ROSS HEATER • TONAWANDA IRON

**COILS! COILS! COILS!**

Any Type... Any Size  
PROMPT DELIVERY



WRITE  
FOR  
DETAILS

UNITED STATES AIR CONDITIONING CORPORATION  
Congo Ave. S.E. at 33rd • Minneapolis 14, Minnesota







## Finds Air Conditioning Sales Come Through Service, So Contractor Shifts Promotion Aim

DETROIT—Mechanical Heat & Cold Inc., one of the oldest and most conservative air conditioning engineering and contracting organizations in the country, is starting a sustained, aggressive merchandising program, according to T. H. Mabley, vice president and general manager.

Taking a leaf from the refrigeration man's book, the backbone of the program will be based on increasing service business. Newspaper, local magazine, and direct mail advertising will be utilized in the promotion.

Commenting on the apparent "about face" in company policy Mabley said:

"We have suddenly awakened to the fact that more air conditioning work originates in our service department than in our sales department. By maintaining sound service relations with many customers we can be on the job when there is more work to be done."

"Further, we have found that it is far easier to sell a customer an improved air conditioning system than to sell a new prospect a new plant. The man who has purchased air conditioning once, and who has gained some experience with our trade, be it good or bad, is a much better customer than the new buyer."

### PRESENT USERS PROVE BEST PROSPECTS

"Many air conditioning systems installed in the 'early days' of our business were either not large enough to handle the load or were poorly constructed. Others have completely worn out after many years of service. The simple facts in the case are that we find the present user of air conditioning to be our best customer."

With these facts in mind, the firm is sending out a series of promotional letters to present users of air conditioning, designed to attract service and remodeling business.

These letters combine sound common sense with the most up-to-date method of getting attention. The first of them carries a tiny metal monkey wrench just under the letterhead.

### SALES LETTER INCLUDES LEFT-HANDED WRENCH

The letter says the firm is sending the air conditioning user a "left-handed monkey wrench" that can be used to repair air conditioning equipment. If, however, the customer finds that he is right handed, or clumsy with left-handed tools, the letter suggests that he call Mechanical Heat & Cold.

### DOORS FOR WALK-IN REFRIGERATORS

ONLY \$46.00 per set  
(Product of Jamison Manufacturing Co.)  
One Outside Door 33 1/2" x 73 1/2" and 8" thick. A typical Jamison door frame is included with each door. Two Batten Vestibule Doors with Galvanized Metal on both sides with glass windows measuring 8 1/2" x 8 1/2". Overall dimensions of these Vestibule doors are 14 1/2" x 72" and they are 1" thick. Complete with Hardware and equipped with 6" York Roller Seal.

Write Edw. F. Donnelly

Consolidated Conditioning Corp.  
26 West 47th St. New York 19, N. Y.

## SCHNACKE

### COMPRESSORS AND CONDENSING UNITS

Now Available with  
**THERMATROL**  
CAPACITY CONTROL

- 1-Improves Refrigeration System Efficiency
- 2-Eliminates Unnecessary Cycling
- 3-Reduces Electric Current Consumption

These are some of the "plus" advantages now available in all SCHNACKE improved Compressors and complete Condensing Units.

For long wear and greater operating efficiency, SCHNACKE Compressors have replaceable, refrigerant-cooled steel cylinder sleeves, balanced forged crankshaft, sealed crankcase, positive pressure lubrication, and many other advanced features. Compressor models available from 5 to 50 H.P.

SCHNACKE Condensing Units are complete with cleanable type fin tube condensers mounted in sturdy base, water control valve and pressure controls. Models available from 5 to 25 H.P.

Write SCHNACKE, INC., 1016 E. Columbia St.,  
Evansville, Indiana, for engineering details.

**SCHNACKE, INC.**



Similar letters are to follow, stressing the need for expanding and rebuilding existing air conditioning systems.

The company is also planning a second series of "bulletins" to be known as "MHC Air News." These will review the services the firm has to offer, with particular emphasis on personnel.

### BULLETIN SPOTLIGHTS VARIOUS PERSONNEL

One bulletin, for example will ask the customer to "Meet Joe Andrews"—the MHC field superintendent, and will outline Joe's long experience in service work. Other bulletins will be devoted to presenting the background of various executives of the firm and to the nine mechanical engineers who make up the designing staff.

Mechanical Heat & Cold has come a long way in the air conditioning industry since the organization was first established by H. A. Shuler in 1921. A mechanical engineering graduate of Ohio State University, Shuler first started marketing domestic oil burners and quickly branched into the industrial oil burner field. Electrol burners were installed in many of Detroit's finest homes and Simplex burners went into many commercial buildings.

In 1934, the business was expanded into the new air conditioning field and the company became one of the first distributors of Westinghouse equipment in the country. The first 25-hp., direct-connected Westinghouse compressor was installed in the E. J. Hickey Co. in 1935. Other early installations included Wright Kay & Co. and Hamilton Funeral Home.

The firm moved in 1944 to its present location on Hamilton Ave. in Detroit. The company-owned building houses offices and shop and is also the headquarters of Temp-Matic Wholesalers, Inc., a subsidiary engaged in merchandising heating and packaged air conditioning equipment to dealers.

According to Mabley, the current merchandising program is designed to acquaint air conditioning users with the engineering and mechanical facilities of the organization and to interest industrial prospects for air conditioning in what the firm has to offer.

"We'll still go out and bid on specified jobs," Mabley stated, "but we believe our future lies in helping the smaller user of air conditioning get the type of engineering, design, and service work to which he is entitled."

## W. M. Brewer Appointed Engineering Vice Pres. For Warren Farr Firm

CLEVELAND—The board of directors of Refrigeration Sales Corp., here, has named chief engineer William M. Brewer as vice president in charge of engineering, according to Warren W. Farr, president of the refrigeration and air conditioning firm.



Wm. M. Brewer

While assuming broader responsibilities and authority, Brewer, will continue to direct all engineering for the refrigeration and air conditioning systems handled by his company.

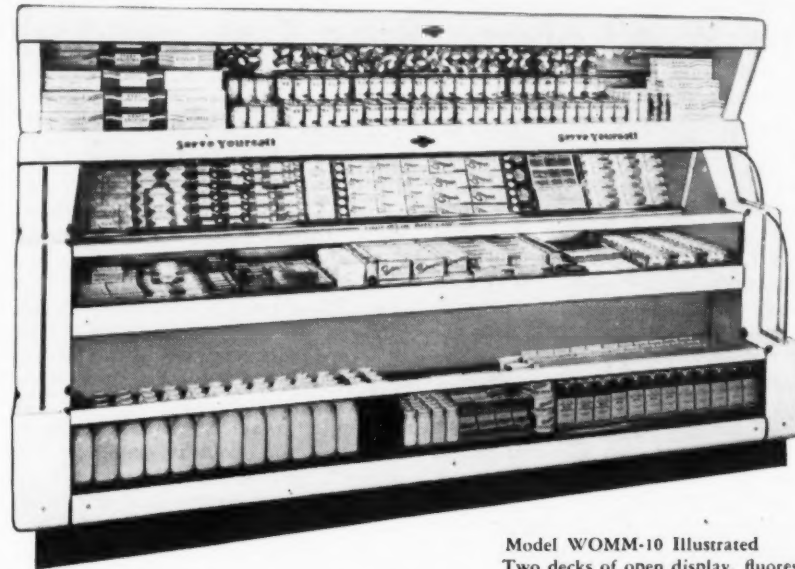
Refrigeration Sales Corp. is authorized representative in Cleveland for Carrier, self-contained air conditioning, and Servel, commercial refrigeration equipment.

Brewer was recently elected treasurer for the Cleveland chapter of the American Society of Refrigeration Engineers and is a member of the Refrigeration Contractors' Association of Cleveland.

### United Names George Crow, Jr.

MEMPHIS, Tenn.—Appointment of George C. Crow, Jr., as sales engineer for the United Refrigeration Supply Co. here has been announced by Boyd Evans of the firm.

## Like putting merchandise right into customers' hands!



The sensationally new Open Two-Decker Warren Model WOMM offers as full a display as it is possible to give dairy products.

Model WOMM-10 Illustrated  
Two decks of open display, fluorescent-lighted. Slanted plate-glass mirror gives full display value. Separate canopy top for dry storage is not refrigerated.

It lines up perfectly with its right-hand companion, Warren Model OM.



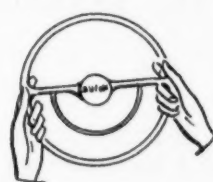
... Another example of Warren's progressive-ness. Write Dept. 507 for details about our profitable franchise agreement.

**The WARREN COMPANY INCORPORATED**  
905 MEMORIAL DRIVE, S. E. ATLANTA 1, GEORGIA



**Problem:**  
MEMO: Make Liquid Charged as synonymous with A-P as A-P is synonymous with Dependable

**Solution:**  
Have all ads carry this line—  
Liquid Charged Means Positive Control  
Positive Control Means A-P Liquid Charged  
A-P Thermostatic Expansion Valves Nos. 205-206-207-211-212-215-216 are, and always have been Liquid Charged for the maximum coil efficiency.



**DEPENDABLE**

Photo—Courtesy BOSTON STORE, Milwaukee





## Spot-Check Proves It

## Dealer Favors Done During 'Hard-To-Get' Years Won't Always Bring Customer Back

By John O. Sweet and George M. Hanning

NASHVILLE, Tenn. — Appliance prospect lists aren't worth anything unless the prospect can be followed up immediately, Marvin Carden, appliance department buyer for The Harvey Co. here declared recently.

Customers, even though they have purchased in a store in the past will not come back unless they are relentlessly followed up by the salesman, he believes.

Though he knew this from his experience as an appliance salesman in pre-war days, he decided on a recent afternoon to prove that it still holds true today.

Spotting a lady in his department to whom he had "sold" a refrigerator back in 1947, he approached her and

"Ma'am, I'd like to ask you a few

questions. I want you to promise to answer them frankly and not get mad."

The woman, her curiosity aroused, agreed. The conversation then went something like this:

You remember when we let you have your refrigerator back in 1947? (The question was deliberately phrased this way to put a sense of obligation on the customer, Carden said.)

Yes, I remember.

Have you bought any appliances since?

Yes. I bought an automatic washer, a water heater, a mixer, and a few other things.

Did you buy any of them in this store?

No.

Did you have any reason for not buying here?

No. Nobody asked me to buy here. Didn't you feel obligated to buy here after we let you have your refrigerator when you needed it?

No. I paid for it, didn't I?

"That," Carden declared, "is convincing proof to me that prospects are no good unless they are followed up immediately. That woman probably would have made all her purchases here if someone had simply asked her to buy."

"Salesmen today are afraid to follow up a prospect. When one comes into the store and looks interested in an appliance, the salesman takes her word that she will come back tomorrow. He can think of a million excuses for not going out to see her."

"But she won't always come back tomorrow. She might drop into another store and the salesman there may take more initiative in following her up."

"When the prospect walks out the door, the salesman should plan on seeing that woman in her home that night. No later anyway than the next day."

"Today's salesmen, however, won't learn to do that. They would rather wait for her to come back. She might get mad if they show up at her house so soon after she leaves the store!"

## Henry Mayall Named Mgr. of Minneapolis-St. Paul Dealers

MINNEAPOLIS—Appointment of Henry Mayall as manager of the Minneapolis and St. Paul Appliance Dealers Associations has been announced recently by the two groups.

## Evening Shopping Hours

## Camden Dealers Will Stay 'Prize Night' Set by Open 3 Nights Each Week 10 Stores In Hartford

CAMDEN, N. J.—Uniform evening shopping hours for all appliance retailers here have been set up by the Greater Camden Furniture & Appliance Association.

The association, which includes eight leading appliance dealers in Camden, will observe operating schedules which have been passed upon by the entire group, according to Louis Goorland, member dealer.

Under the posted schedule, all of the member stores will remain open until 9:30 p.m. on Wednesday, Thursday, and Friday, closing at 6 p.m. on other days.

This will give the appliance purchaser a better break, according to Goorland, inasmuch as the evening hours will permit husbands and wives to shop together.

Until establishment of the regular hours, many Camden stores had been staying open during the evening hours, but on an unscheduled basis, and over irregular hours. As a result, many stores lost sales which might otherwise have been accomplished, and there was no real benefit to the industry.

The new hours have been advertised by a newspaper advertisement run by the association.

HARTFORD, Conn.—A campaign to encourage evening shopping in their stores one night a week is currently being conducted by a group of downtown Hartford appliance dealers.

The group, which encompasses 10 stores, is staying open until 9 p.m. on Thursday nights. To encourage traffic on that night the dealers are making evening shoppers eligible to participate in a drawing with a major appliance as a prize.

The dealers, sparked in this effort by Charles N. Keeney, of Keeney, Inc., are running cooperative advertisements in local newspapers telling the public of the late openings and the prize drawings.

The first night this was tried, more than 1,000 persons visited the 10 stores during the evening hours, it was reported.

## Contributing Freezer Sale Profits To Cancer Fund Wins Dealer Notice

ST. LOUIS—Able Electric Co., home appliance dealer on Hampton Ave. here, attracted considerable newspaper publicity during March, when the firm advertised that all profits on home freezer sales would be sent to the Runyon Cancer Fund.

While the offer had little to do with sales success, it won newspaper mention in several local and city newspapers.

"Many people who had not previously known that we were in the home freezer field responded to a sales promotion on the boxes," it was pointed out.

## Kamm Joins Norge Distributor

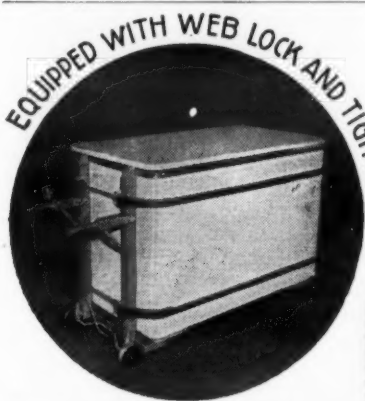
BUFFALO—Clifford O. E. Curtis, vice president of Bergman-Norge Co., local distributor of Norge appliances, recently announced the appointment of Victor F. Kamm, as a sales representative.

## Little Heads Freezer Service For Seeger Refrigerator Co.

ST. PAUL, Minn.—Appointment of Corliss V. Little as Seeger factory superintendent and Norman J. Vigoren as manager of freezer service, has been announced here by John W. Seeger, vice president and general manager, Seeger Refrigerator Co.

Little fills a vacancy left by L. K. Sosey, who had previously become works manager. Little joined Seeger last year as assistant superintendent. He came from the Continental Can Co. of Chicago.

Vigoren, who takes over a newly created position, has been with Seeger since 1931.



Are You Looking for An Easy Way to Handle Stoves, Refrigerators and Freezers

Solve Your Problem with the New ROLL-OR-KARI Dual Trucks

Patented Step-On-Lift • Folding Handles Capacity 1000 Lbs. • Shipping Weight 40 Lbs.

WRITE TODAY

THE ROLL-OR-KARI CO. MANUFACTURERS ZUMBROTA • MINNESOTA

SERVICE MEN...

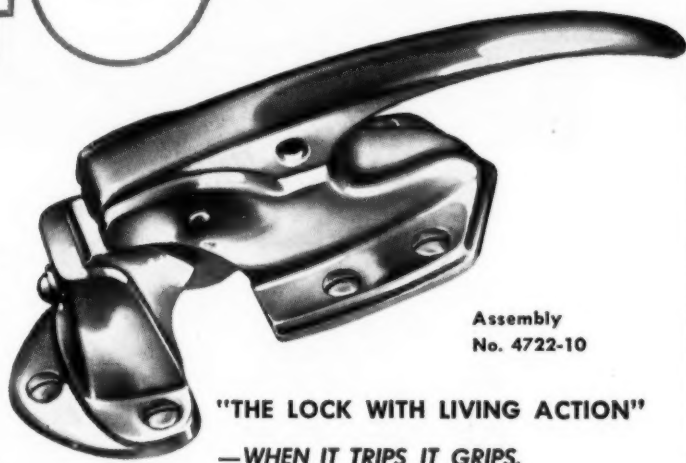
HARDWARE REPLACEMENT means more sales...easy sales...good profit

in addition to your time and service charges

YOU MAKE 40% PROFIT ON HARDWARE

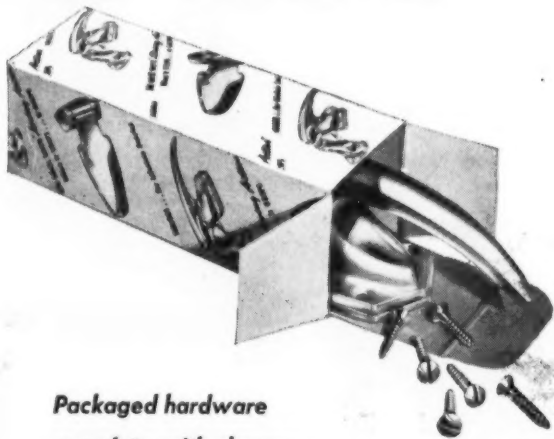
There's a big market for hardware replacement business right in your own city. Worn locks, strikes, and hinges mean poor refrigeration... you can replace them quickly, easily, profitably with Grand Rapids Brass packaged units. In addition to your time and service charges, every \$20.00 sale of Grand Rapids Brass replacement hardware means \$8.00 profit for you!

Be sure of satisfied customers. Beautifully designed chrome-plated hinges operate smoothly on self-lubricating oilite bearings and stainless steel pins. Install these units and insure complete customer satisfaction. Take advantage of this profit opportunity. See your jobber today.



Assembly No. 4722-10

"THE LOCK WITH LIVING ACTION" —WHEN IT TRIPS IT GRIPS.

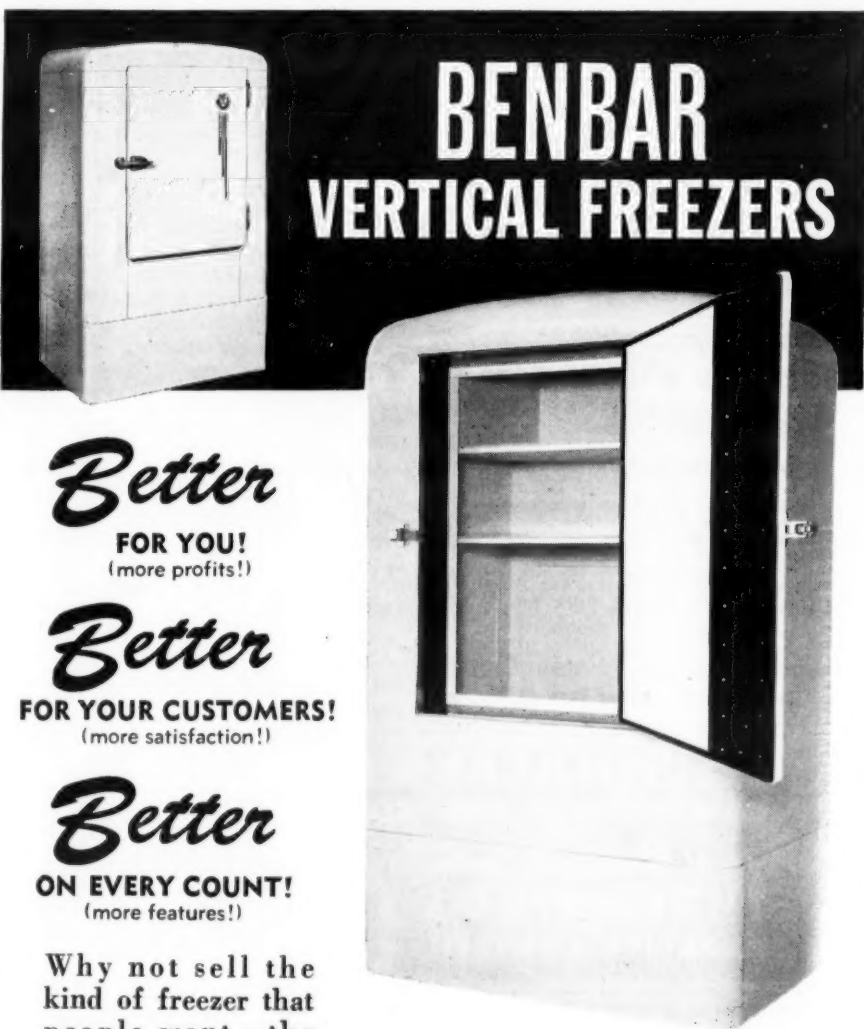


Packaged hardware complete with chrome-plated brass screws.

Grand Rapids Brass COMPANY

GRAND RAPIDS 4, MICHIGAN

A DIVISION OF CRAMPTON MANUFACTURING COMPANY



Better FOR YOU! (more profits!)

Better FOR YOUR CUSTOMERS! (more satisfaction!)

Better ON EVERY COUNT! (more features!)

Why not sell the kind of freezer that people want—the Benbar vertical! Thousands now in use by families that want frozen foods to be easy to reach!

- Four inch Fiberglas insulation—vapor sealed at all joints.
- Panelyte covered door jams—frost breaking lock.
- Immediate delivery—optional 5 year warranty.

TWO STANDARD SIZES — 14 cu. ft. — 17 cu. ft.

Write for complete information and prices on the Benbar Vertical Food Freezer and Benbar cabinets, coolers, and horizontal models!

Write for more information and prices on Benbar products. Distributorships available!

AUGUST G. BARKOW MANUFACTURING CO.

2723 S. 31st Street • Milwaukee 7, Wisconsin



## Schedule of REMA Section, Committee Meetings Will Continue Through May

WASHINGTON, D. C.—Refrigeration Equipment Manufacturers Association programmed a full schedule of meetings throughout May, with section meetings taking up the first part of the month, and committee meetings scheduled for the latter part.

The water cooler product section meeting May 19 in Chicago was to hear Cyrus W. Miller, executive secretary, Refrigeration Industry Safety Advisory Committee, discuss the policies and program of RISAC, the work accomplished to date in connection with a number of the projected refrigeration safety codes, and how manufacturers of water coolers can help in advocating adoption of the ASA-B9 code.

A meeting of the Milk Cooler product section was scheduled for May 24 in Washington, and a meeting of the Home and Farm Freezer product section May 25 in Washington.

On May 26 the All-Industry Refrigeration & Air Conditioning Exposition and Entertainment committees will meet in the Rema headquarters office in Washington. This will be followed by a meeting of the executive committee of Rema on May 27.

On June 8 the Rema Export committee will meet at the Hotel New Yorker in New York City.

## DeVos, Werb, Wiese Get New Sales Posts at Perfex

MILWAUKEE—Three promotions in the sales department of Perfex Corp. here have been announced by the company.

Douglas L. De Vos, who has worked in the Cleveland and Detroit offices of the company, has been raised to Chicago regional manager of the controls division.

B. F. "Dutch" Werb, formerly manager of service distributor sales, is now one of the firm's West Coast regional managers.

E. W. Wiese has taken over Werb's former duties in the controls division. Wiese has been with Perfex since 1945 and has held various positions in the sales and sales engineering departments.

## Wines Heads Sales of G-E Automatic Heating Div.

BLOOMFIELD, N. J.—Harry J. Wines of New York City has been named sales manager of the automatic heating division of the General Electric Co.'s air conditioning department, H. M. Brundage, manager of the division, announced recently.

In his new capacity, Wines will be responsible for all departmental sales of heating equipment. He was formerly vice president in the sales division of the Zenith Radio Corp., and for 16 years was sales manager with Frigidaire and Delco Div. of General Motors Corp. in New York. He joined General Electric in April of this year.

## Marley Co. Starts Output At New Louisville Plant

KANSAS CITY, Kan.—The Marley Co., Inc., manufacturer of water cooling towers, nozzles, and dry surface coolers, recently announced that it has started production in a new plant at Louisville, Ky. C. W. Zimmerman is plant manager.

The Louisville plant will primarily fabricate metal for Marley products, but will also assemble some of the smaller units. Several models of nozzles, towers, and DriCoolers will be carried in stock.

Extensive modernization of the plant building has been completed. A new building is being added and a large area hard-surfaced for storage purposes. New facilities have been installed for loading and unloading trucks, and another spur track for railroad cars has been added.

The Marley Co. operates two other plants—at Kansas City, Kans., and Stockton, Calif. General offices are located in Kansas City.

## San Antonio RSES Reports Group Membership of 92

SAN ANTONIO, Tex.—The San Antonio chapter of the Refrigeration Service Engineers Society reported recently that it now has 92 members and approved applications on its rolls.

Dr. Walter O. Walker, director of research for the Ansul Chemical Co., recently presented a paper on "The Chemistry of Refrigeration."

## 'Impulse' Buying In Supermarkets Seen Boon To Sale of Bottled, Canned Beer

NEW YORK CITY—The Eighth Annual Edition of "A National Survey of the Brewing Industry," has been prepared and released by the Research Co. of America, 341 Madison Ave. here.

This survey, the first released since 1944 when war conditions prevented issuance, contains detailed analyses of various economic and marketing factors affecting the production, distribution, and consumption of beer in this country, with supporting statistical data. The survey also contains individual production figures for all United States breweries and financial statistics for the leading United States brewers.

The brewing industry survey emphasizes that the analyses and figures have been prepared with full recognition of "the importance and need for effective integration of production and distribution functions."

Typical application of "practical accent" research is contained in sections of the survey which show that packaged beer is now the dominant consumption unit as contrasted with the fact that "sales of draught beer through saloons and eating establishments was the primary form of distribution for the product prior to the war." The growth in packaged beer sales, as against sales of draught beer, leads to some interesting market research considerations.

A possible broadening of the market, in application of these facts is seen in the one-trip shopping center, the supermarket. This is viewed by

the Research Co. of America as one of the trade outlets which could be concentrated on.

The survey notes that approximately \$6½ billion is spent by the food-shopping populace annually among whom "impulse buying" is a powerful factor. Significant is the fact that "beer sales in the large supermarkets have been responsible for a profit margin of over 2% in themselves" and that the "profit margin for all products is only slightly over 1%." It develops, according to the survey, that one out of every three beer-drinking families is now buying beer in case lots.

"A National Survey of the Brewing Industry" also contains much interesting and suggestive information concerning competition in packaged beer sales as among beer cans, beer bottles, and throw-away bottles; competition as among beer and other alcoholic beverages, as well as competition with soft drinks (in which the level of national income and cost of living indexes are important determinants) and projected consumption figures which point to a possible maximum of 95 million barrels within the next decade as contrasted with a post-Repeal high of some 88 million barrels.

## New Carrier Distributor Named

CLEVELAND—Refrigeration Sales Corp. here has announced that it has been appointed distributor of Carrier air conditioners.

## Offering Customer Choice Of Pricing Method Termed 'Safe' for Manufacturer

WASHINGTON, D. C.—Here's how an industrial concern can be sure its pricing policy does not violate anti-trust laws, in the personal opinion of Lynn C. Paulson, assistant chief trial counsel of the Federal Trade Commission:

Offer customers their choice of either f.o.b. or delivered prices.

The Supreme Court outlawed basing point pricing, reached by collusion, in its cement case decision. Later, in its rigid conduit decision, it ruled that the basing point system is illegal regardless of collusion.

Industrial companies have been waiting for the FTC to issue an interpretation of the high court's decision in the latter case. According to Paulson, the commission is not now considering a clarification.

"Those who want to go farther and inhibit freight absorption are wrong," he said.

He said it is adequate and proper to ask each manufacturer to have a factory price and to offer to sell at that price when requested.

## Liquid Carbonic Shows Loss

CHICAGO—Liquid Carbonic Corp. has reported a net loss of \$70,631 on sales of \$17,877,728 for the six months ended March 31, compared with a net profit of \$431,756 for the comparable period a year ago.

For the quarter ended March 31, the company reported a net loss of \$151,939.

# Will it Sell?

That is the all important question to ask about the Refrigerated Display Equipment you handle.

You can answer that question by asking 8 more . . . they are:

- 1 Is it well made, and properly engineered?
- 2 Is it designed for efficient modern merchandising?
- 3 Is it backed by good, adequate advertising?
- 4 Is the producing company substantial financially and capable of producing?
- 5 What selling aids does the company offer?
- 6 Is it competitively priced?
- 7 Who are the people at the head of the company . . . reputable? experienced? friendly?
- 8 Do I have to supplement the line or will the one company furnish most types of equipment and parts?

Ask these questions of any equipment before you handle it. Ask them of your present equipment. If there is a weakness in the answers, then there is a weakness in the ultimate answer to the main question . . . WILL IT SELL?

We would like to have you ask these questions about Super-Cold equipment. We would like the opportunity of answering them completely and truthfully. Will you let us? Just mail the coupon below, and we'll give you full information. There is no obligation, of course.

NOTE: Inquiries from out of U.S.A. should be addressed to: International Division, or use Cable Address, "Supercold."

The Super-Cold Corporation  
1020 E. 59th St., Los Angeles 54, Calif.

Gentlemen:

Please furnish me with details on your new Super-Cold franchise.

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## PAR'S NEW

EXTRA QUIET, LARGE CAPACITY  
CONDENSING UNIT!



IT TOOK  
40 MONTHS

of engineering, factory and field testing to develop these outstanding popular priced, compact Models. PAR RA-2 (½ H.P.) and RA-3 (¾ H.P.) are designed for either self-contained or remote applications. They give trouble-free performance, operate "quiet as a whisper." Immediate delivery so see your PAR Dealer now.

### FEATURES OF THE RA-2, RA-3 MODELS

- Super quiet—compact design
- Slow speed—large capacity
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- Interlocked eccentric and fly wheel—runs in either direction
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- Extra large fine screen strainer—prevents all foreign matter from entering compressor valves
- Resilient mounted motor—built in overload protection
- New super silent valves
- Suction and discharge line valves mounted on body—head readily removable

BY COMPARISON — YOU'LL BUY PAR



GUARDIAN OF  
Flavor  
Appearance  
Purity

## SUPER-COLD

COMPLETE FOOD STORE REFRIGERATION UNDER ONE GREAT NAME



# Industry's Job Is Done Better, Cheaper, or Faster With Air Conditioning, Refrigeration, Berry Says

DETROIT—"In my opinion there are relatively few industrial establishments that can't do things better, cheaper, or faster with air conditioning or refrigeration," asserted R. U. "Bob" Berry, head of the industrial, marine, and contractors division of General Electric Co.'s air conditioning department, speaking before the Detroit Section, American Society of Refrigerating Engineers.

"Today we're still too likely to consider air conditioning from the standpoint of the comfort it gives to individuals. We have failed to take advantage of its industrial possibilities.

"It doesn't take too much imagination to figure out why G-E air conditioned a lamp factory in Jackson, Miss. It gets hot down there. And it's not difficult to understand

why we air condition the offices of top management (we're paying them a lot of money and we want them to be efficient) or drafting rooms," Berry pointed out.

"But why air condition factories in the north? Just to make the workers more comfortable?"

"Twenty or 30 years ago the typical factory was a multi-story structure with lots of windows, or perhaps a single-floor structure with a glass, saw-tooth roof. Most lighting and all ventilation came through the windows."

## Inadequate Windows

Present-day practice, he said, generally calls for one-story factory buildings covering a wide area. There are windows along the side walls, but they don't amount to much. And there are all sorts of services like exhaust pipes going up through the roof so that area can't be used for ventilating or lighting.

All this means that there has been a tremendous increase in the lighting load alone of the modern factory, he emphasized.

"Also, factories today are much more mechanized, so that all this horsepower and the lighting load add up to an internal heat gain far beyond anything dreamed of 20 years ago. The internal gain is getting so great," he declared, "that we don't have to worry much about wall structure any more."

"After the early open-window era,

mechanical ventilation was the next step, the aim being to keep the indoor temperature no more than 10° F. higher than the outdoor temperature.

"To maintain reasonable temperatures in modern factories, however, it would require a tremendous amount of outside air. We have discovered that would actually be cheaper to circulate 60° air obtained by air conditioning than to install the huge ventilation systems," Berry declared.

"Manufacturers now are also interested in cleanliness in many operations. Using outside air only in a ventilation system would mean that the air would have to be filtered. At this point it becomes cheaper to install air conditioning.

"Looking at it from this practical viewpoint, whatever increased efficiency we obtain from the workers by holding the air temperature down may be considered as a dividend."

Discussing typical industrial applications, Berry commented that "no one would think of starting up a textile mill without holding humidity from between 65% to 85%."

"But the trend in recent years has been to control air temperature too, to keep both temperature and humidity constant for handling textiles and synthetic fibers."

He recounted the experience of G-E with machines used for wrapping cotton insulation around wires. Lint from the cotton was constantly

accumulating and required that the machines be shut down frequently.

When air conditioning was installed to keep humidity and temperature at the proper levels, "our stoppages went way down."

"Air conditioning can reduce troubles wherever textiles are used. The smaller, sheer threads demanded in nylon stockings since the war has made this industry air conditioned overnight," he remarked.

## Rust Forms on Tools

"Most tool rooms and gauge storage rooms in G-E plants are conditioned to a comfort temperature and 40% to 45% relative humidity. The perspiring of people who handle gauges may make them rust and thus inaccurate. These gauges will also accumulate rust in spring or fall, especially when moved from place to place with varying air conditions.

"Air conditioning is now being used more and more in assembly rooms to prevent rust or corrosion forming on finely machined parts. Nobody today in the ball-bearing industry, especially the manufacturers of high quality ball bearings, would think of trying to produce them without full independent control of temperature and humidity," Berry declared.

"Fine instruments in laboratories also need air conditioning to prevent rust formation and consequent inaccurate readings."

## Cites Movie Industry

The widely accepted use of air conditioning in the movie industry both on sound stages and in studios making animated cartoons was also cited by the speaker.

In the manufacture of tin cans, air conditioning has permitted speeding up production, he explained.

Compactness is important in these machines, which are usually designed for operation in a certain temperature which allows a certain length of time for the solder to set. Air conditioning permits designing the machines for the optimum temperature which can be maintained on a year-round basis.

Air conditioning also aids in the manufacture of selenium rectifiers, insulating fine magnet wire with enamel, production of powdered metals, materials that go into plastics and drugs, and the like.

In manufacturing a home freezer, for example, G-E produces the hermetic motors in an air conditioned

factory, turns out plastic breaker strips in a factory that is air conditioned, maintains a constant room temperature (75° F. and 25% r.h.) and employs high pressure blowers to cool machined compressor parts rapidly for assembly, and runs the assembled refrigeration mechanisms through a room kept at 75° and 30% r.h.

"This latter room is used," Berry explained, "to test the completed assemblies by noting at which point on the evaporator the frost line appears. Variations in the frost line will give a quick indication that the machines are not operating the way they should."

## Liquid Cooling Is Vital

The use of refrigeration in liquid cooling applications was also brought up by Berry.

"Thousands of pieces of equipment in industry require liquid cooling, such as diesel engines, cutting tools, power vacuum tubes, and many others. In the majority of instances, with the exception of diesels, the speed of the process is limited by the rate of heat transfer. A cooler temperature may speed production, so refrigeration of the coolant is often worth serious consideration.

"We are even proposing to cool the rolls in steel rolling mills, and though this would require hundreds of horsepower, we think it would be profitable. We haven't bowed over any prospects yet, however," Berry admitted.

The manufacture of "cold rubber," anodizing aluminum, film manufacturing, chemical processing, dewaxing of oils, storing of chlorine, separation of gases by condensation, mixing of rubber for wire insulation, and some other industrial processes which can and have either benefited or have been made possible by refrigeration were cited by Berry in concluding his talk.

**Your Golden Opportunity is here!!!**

- VEGETABLE CASES
- COLOR VISION FREEZERS
- FULL VISION CASES
- FORMICA TOP DISPLAY CASES IN PORCELAIN
- DAIRY WALL CASES

**COLDIN CABINET CO., INC.**  
2800 Webster Avenue, Bronx 58, N. Y.

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The Worthington line is complete in more ways than one.

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It enables you to make an installation in which all the vital components are made by the one manufacturer—assuring properly balanced operation and unit responsibility.

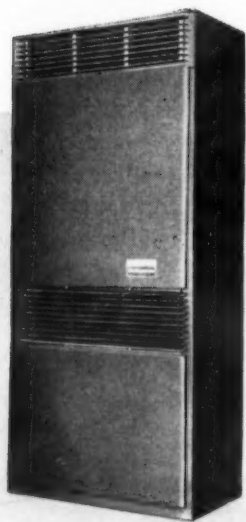
It is supported by top-notch engineering service, outstanding national advertising, and a complete program of sales promotion.

Find out for yourself why there's more worth in Worthington by writing Worthington Pump and Machinery Corporation, Air Conditioning and Refrigeration Division, Harrison, N. J.

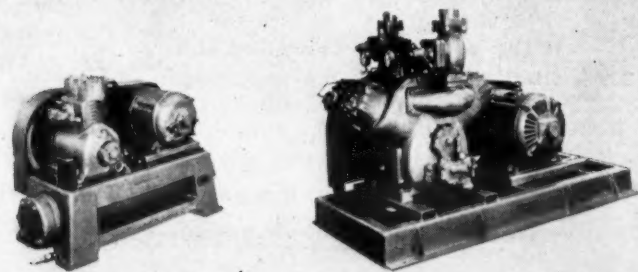
## WORTHINGTON



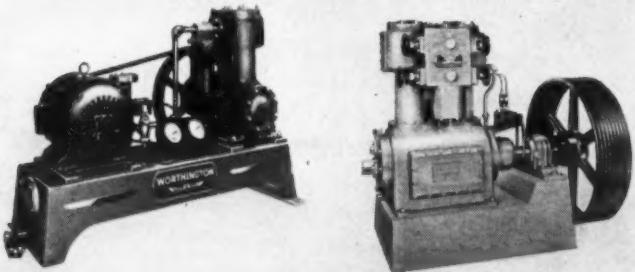
A BALANCED LINE... A BALANCED FRANCHISE



A complete line of packaged Air Conditioners—3 to 15 tons

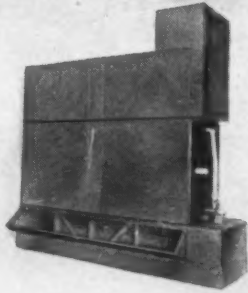
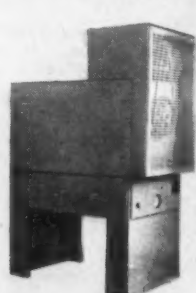
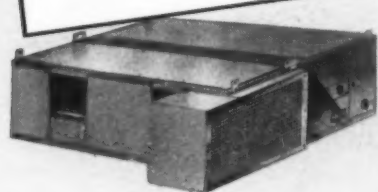


A complete line of Freon "12" Refrigerating Machines—2 to 125 tons



A complete line of Ammonia Compressors—from 1 to 100 tons; also Ammonia Boosters

A complete line of Air Units, Evaporative Condensers, Evaporative Coolers, Unit Heaters, Wet and Dry Product Coolers for both Freon "12" and Ammonia. Also water coolers, valves, fittings and pumps.



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STRAINERS  
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ANGLE GLOBE VALVES  
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NON-REFILLABLE DRIERS  
DOUBLE PORT SIGHT GLASSES  
HY-K ECONOMIZER ACCUMULATORS  
PACKLESS BRANCH SHUT-OFF VALVES

If you haven't a copy of our new SUPERIOR Catalog R-3, request one today.

**Superior Valve and Fittings Co.**  
1509 WEST LIBERTY AVE. PITTSBURGH 26, PENNA.



# What's New

## Dishwasher Runs Without Plumbing Connections



LOS ANGELES—The new "Matic-Maid" portable dishwasher will be made available to dealers in July by Applied Products, Inc. here, according to Marcus "Mike" Tobian, vice

president in charge of sales for the company.

The Matic-Maid, which is claimed to be the result of two years of research development and testing, is not dependent on water pressure to do its job. Its designers claim that it will operate equally well in a farm kitchen without running water and, if need be, in a living or dining room or in a store window without plumbing connections.

The unit will come complete and ready to use, with no installation procedure necessary and no additional accessories to buy. According to Tobian, it has Underwriters Laboratories approval and the Good Housekeeping Institute seal of approval.

## Thermometer's Flexible Hookup Prevents Breakage

SELLERSVILLE, Pa.—A glass-tube type refrigeration thermometer that has a flexible copper connecting tube running to the temperature responsive bulb, is now being manufactured by United States Gauge Co. here.

According to U. S. Gauge, the flexible connection of the new thermometer makes it possible to install the instrument in a wide variety of places without the risk of breaking the tube in installation or because of shifting compartments or panels.

The thermometer has a large-diameter capillary bore that eliminates the need for magnifying the red temperature-sensitive liquid with which it is filled. A well at the top of the capillary tube protects the thermometer from damage through over temperatures. Extremely sensitive to temperature changes, the instrument instantly indicates any variations in the temperature of the medium being measured.

The thermometer is available in various ranges from minus 50° to plus 300° F. Present installations are in refrigerators and air ducts, but the new instrument may be used with any media that will not corrode copper. It is furnished without a scale so that it can be matched with the user's unit. Ranges may be calibrated to match pre-determined scale lengths.



## Frigidaire Freezer Holds 290 Lbs. of Frozen Foods

DAYTON — A new streamlined Frigidaire home freezer, holding 290 lbs. of frozen foods, was announced recently by H. M. Kelley, appliance sales manager, Frigidaire Div., General Motors Corp.

Wrap-around refrigerant coils in all four walls and bottom provide fast freezing and maintain constant holding temperatures throughout the freezer, Kelley said.

Designed by Raymond Loewy, the new cabinet presents a streamlined effect with rounded corners and smooth flowing lines.

Exterior of the cabinet is one-piece all steel design and finished in white Dulux enamel.

A counter-balanced hinged cover lifts easily, leaving one hand free to hold packages. On the interior of the cover an electric light illuminates the compartment.

The new freezer is equipped with two storage baskets for holding frozen foods at reach-in height. The baskets slide on special tracks permitting them to be moved easily out of the way for access to the bulk storage area.

To prevent rust, the entire inside liner is constructed of galvanized steel with an aluminum lacquer coating. It is claimed the liner will hold foods without contamination from metal oxidation.

For protection against food spoilage, a ringing safety alarm automatically operates if temperature rises above the safety mark. It is independently powered by flashlight batteries.

The sealed-in-steel rotary Meter-Miser compressor carries a five-year warranty.

Specifications are: length, 54 1/4 in., width, 27 in., height, 32 3/4 in., height with lid open 60 in.

Suggested retail selling price is \$329.75.



## Evaporative Condenser Blower Handles Dry Air

BROOKLYN—A new line of evaporative condensers has been introduced to the trade by Typhoon Air Conditioning Co., Inc., it was announced by James F. Dailey, president.

The new condensers are made in 3, 5, 8, and 10-ton models, designed for use with "Freon" methyl chloride or any other common refrigerant. They are housed in a compact cabinet of furniture steel, with the spray section which is treated for resistance to rust.

Increasing need for evaporative condensers of this type was ascribed by Don V. Petrone, sales manager, to restriction placed by many cities on the use of water for air conditioning purposes and to the growing number of air conditioning installations in areas where water is scarce. These evaporative condensers, Pe-

trone claimed, save 95% of water costs and eliminate waste water disposal.

The condensing coil in the unit is all prime surface, constructed of continuous lengths of seamless copper tube, pitched to allow rapid gravity flow of condensed liquid refrigerant, according to the manufacturers.

This feature combines with a carefully planned spacing of tubes to insure even wetting and intimate scrubbing contact of air to copper valves for a high rate of heat transfer and minimizes scaling, the manufacturer said.

Another feature is a re-designed blower which blows dry air through the coil, instead of drawing moist air in.

"For this reason," the company stated, "the Typhoon blower never comes in contact with high-humidity air or any entrained moisture, and is not subject to danger of rusting, and furthermore, with this design there is no 'carry over' spray in the discharged air, and this is accomplished without the usual eliminator plates."

Typhoon spray nozzles are made of machined bronze castings, designed to provide a coarse spray and complete coverage of coils at low pressure.

For these evaporative condensers, Typhoon engineers blueprinted a special pump. It consists of a bronze impeller and shaft directly connected to a standard 1/4-hp. motor, with the pump impeller and casing immersed in the tank, it is further reported.

The pump reportedly prevents leakage through the packing gland and does not require additional space, according to the company.



## Westinghouse Hoist Fits On Electric Milk Cooler

EAST SPRINGFIELD, Mass.—The Westinghouse Electric Appliance Div., here has announced the development of a new hoisting device to ease dairy farmers' work of lifting heavy milk cans in and out of electric milk coolers.

H. F. Hildreth, manager of the company's refrigeration specialties department, explained that the farmer, who every day produces 10 cans of milk, lifts more than a ton in actual weight in and out of the two-and-a-half-foot high electric milk coolers.

The new hoist, which reduces the lifting operation to fastening a clamp onto the milk can and then turning a self-locking crank, "makes the job easy enough for a ten-year old," Hildreth said.

The can hoist comes as an attachment to the company's electric milk cooler.

The hoisting device has a suggested retail price of \$32.95.

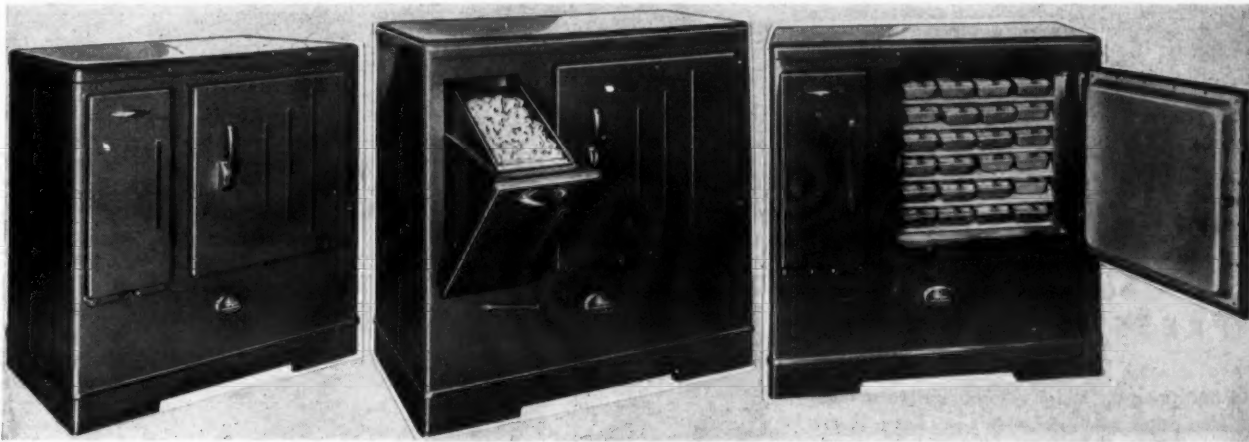
It uses a stranded steel cable for lifting.

## Here's the Startlingly New and Most Modern PENGUIN RAPID FREEZE ICE-CUBE MAKER With Exclusive "Outside Entrance" Cube Storage Compartment

The result of 2 years research and development in order to produce a superior unit embodying exclusive and important features and convenience heretofore lacking.

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- 24 quick release trays—336 large cubes at 1 freezing.
- Service storage container holds a complete freezing of 336 cubes for quick service.
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- Equipped with expansion valve, and temperature control.



20" deep—39 1/2" high—38" wide.

- 1/3 H.P. self-contained Nationally known condensing unit; hermetic or open type.
- Aligns with all under bar fixtures; does not extend into aisle space.
- Faster freezing than others of similar types.
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# The KEY to AIR CONDITIONING

One of a series from

by James J. LaSalvia

If readers have any questions or problems concerning the application of air conditioning, they are invited to write to Mr. LaSalvia, who will be pleased to furnish a complete answer. There is no charge.

## Heat Insulation and Sound Control

Insulation applied in various ways plays an important part in every air conditioning system. It should be the duty of every air conditioning engineer to be acquainted with various types of insulation so that they may be properly applied.

In air conditioning, insulation is called upon to do the following work in phases of the system.

1. To insulate against heat.
2. To insulate against cold.
3. To insulate against moisture.
4. To isolate mechanical equipment to prevent vibration and noise.
5. To line inside of ducts and walls to keep sound from entering air conditioned space.

No one insulation is ideal for all purposes. There are many types which may be applicable to any one problem, and such insulation may vary in composition, structure, and application.

### INSULATION

The term "insulation" applies generally to "heat insulation"; the chief purpose is to prevent "heat loss," "heat gain," and condensation from surrounding air on piping or ductwork, whichever is the particular problem.

The following equipment on air conditioning systems is insulated for various purposes:

1. Steam piping, for heat loss.
2. Hot air ducts, for heat loss.
3. Hot water lines, for heat loss.
4. Hot water heaters, for heat loss.
5. Water coolers, for heat gain.
6. Cold water storage tanks, for heat gain.
7. Cold air ducts, for heat gain and condensation.
8. Cold water lines, for heat gain and condensation.
9. Refrigerant suction lines, for heat gain and condensation.
10. Refrigerant liquid lines, for heat gain (special cases only).

11. Refrigerant hot gas lines, for safety (special cases only).

Generally, the transmission of heat through an insulating material varies directly as the difference in temperature between the inner and outer surface of the insulating material and inversely as the resistance of the insulation to the transfer of heat. This resistance is a function of the thermal conductivity of the insulating material, and the thickness of insulating material applied.

### COLD INSULATION

Cold insulation is used to retard the heat flow or heat gain from the surrounding air to the cold medium inside of pipe. It also protects against waste of power and against sweating of the lines, which would otherwise drip and may cause damage to goods stored below these pipes.

### CONDENSATION

Condensation or sweating will occur when the temperature of the medium in the pipe is lower than the dewpoint temperature of the air which surrounds it.

The cold insulation materials that are usually used for air conditioning are the following:

1. Rigid insulation.
  - a. Celotex board.
  - b. Insulation board.
  - c. Corkboard.
2. Hair felt.
3. Cork.
  - a. Moulded cork.
  - b. Corkboard.

### APPLICATION

One very important point to remember in applying insulation to all metal surfaces: such as, pipe, fittings, valves, and ducts, which are to be covered, is that they should first be cleaned and perfectly dried.

The thickness of insulation to be applied in accordance with good practice for various medium temperatures is shown in Table 1.

(To Be Continued)

Table 1—Thickness of Heat Insulation Required for Various Equipment at Various Temperatures

Name of Equipment	Temperature Degrees Fahrenheit							
	0 to 15	15 to 25	25 to 35	35 to 60	60 to 90	90 to 125	125 to 212	212 to 300
Water Cooler	3 layers of 1-in. Hair Felt	2 layers of 1-in. Hair Felt	2 layers of 1-in. Hair Felt	2 layers of 1-in. Hair Felt				
Water Storage Tanks	3-in. thickness of Cork	2-in. thickness of Cork	1½-in. thickness of Cork					
Cold Water Lines								
Refrigerant Suction Line								
Refrigerant Liquid Line					*2 layers of ½-in. Hair Felt			
Refrigerant Hot Gas Line						*3 ply Air Cell		
Cold Air Ducts				1 layer of 1-in. Hair Felt	1 layer of ½-in. Hair Felt			
Fans				1-in. thickness of Cork				
				1-in. thickness of Rigid Ins.	½-in. thickness of Rigid Ins.			
Casings			2 layers of 1-in. Hair Felt	2 layers of ½-in. Hair Felt				
			2-in. thickness of Cork	1½-in. thickness of Cork				
			2-in. thickness of Rigid Ins.	1½-in. thickness of Rigid Ins.	¾-in. thickness of Rigid Ins.			
Steam Lines								1 layer of 4-ply Air Cell
								1-in. St. thickness of 85% Magnesia
Hot Air Ducts						1 layer of ½-in. corrugated asbestos paper	2 layers of ½-in. corrugated asbestos paper	

## Alabama Utility Awards Contract for Conditioning 14-Story Office Building

BIRMINGHAM, Ala. — Shook & Fletcher Supply Co., Carrier distributor and dealer for Alabama, was recently awarded contract for complete year-round air conditioning of the Alabama Power Co.'s 14-story Birmingham office building.

The system of 300 tons capacity is to be Carrier Conduit System for all office areas, with conventional type systems for first floor sales area, auditorium, and blue print room, and is to be installed in time for 1949 winter heating with cooling to be available for the spring of 1950.

Shook & Fletcher Supply Co. has recently entered the field of large mechanical contractors and has expanded its operation from a \$100,000 a year gross business in 1946 to a \$1,000,000 operation in 1948.

The main office in Birmingham includes warehousing of \$150,000 in equipment and materials, a complete sheet metal and welding shop, pipe fitting shop, and insulation shop. The engineering division includes layout, estimating, and one of the best equipped service departments in the south.

## Sealed Unit Servicing Studied In 'Y' Course

NEW YORK CITY—Courses in refrigeration sealed unit servicing are being offered at the YMCA Trade & Technical school here on a limited basis, Director Louis L. Credner has announced.

The sealed unit courses supplement the school's regular courses in refrigeration servicing. At present, classes are limited to 18. Only YMCA Trade school graduates or servicemen with an equivalent of experience or training will be enrolled.

The day classes last for a period of six weeks and the evening students attend class for six hours each week for a period of 30 weeks.

The sealed unit course is said to be one of the first in the east. It was inaugurated to meet the demand for this advanced type of training, Credner stated.

## THE MASTER SERVICE MANUALS — — —

— — — and other books of the Refrigeration Library are depended upon as textbooks in trade schools from coast to coast. BUSINESS NEWS PUBLISHING CO., DETROIT



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WHOLESALE ONLY



## Thor Dealers May Revive Gladiron Rental Plan

CHICAGO—Recent relaxation of Regulation W has made it possible for Thor dealers to reinstate the Gladiron rental plan that was dropped when the credit regulation went into effect last Sept. 20 and John H. Hurley, Thor Corp. president, recommends that they do so.

Hurley pointed out that the Gladiron ironer carries a list price of \$99.50 bringing it below the \$100 minimum level at which Regulation W now takes effect.

The Gladiron rental plan permits dealers to rent out the ironers at \$1 per week, or any other figure they choose, and have the rental apply to the down payment on the ironer.

He declared that a survey made last year revealed that dealers closed sales on an average of 70% of the rental units. Some dealers hit as high as 80% closings, he added.

Hurley said that the advantages of the plan are that by using the Gladiron in her own home, the housewife convinces herself that she can really operate it and needs it. It also assures that she gets an effective demonstration for she will not hesitate to send it back if not satisfied.

### Miller Joins Gibson Promotion

GREENVILLE, Mich.—Appointment of Gene Miller, of Muskegon, Mich., to the Gibson sales promotion department, was announced recently by Gregory V. Drumm, manager of advertising and sales promotion.

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**CHICAGO SEALS**  
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Attractively streamlined with a beautiful bronze baked enamel finish, Breez-E-Fex is cooled by our time-tested Air-E-Fex coil element. It is equipped with permanent filter and adjustable directional grill, centrifugal blower wheels for quiet operation and with a removable front panel that provides ready access to interior. The unit is completely insulated to prevent sweating and has provisions for fresh air intake.

Available in ¾, 1, 1½ ton sizes with either direct expansion or water coils. Heating coil optional. Multiple units may be connected in series to a single remote condensing unit. For professional or executive offices, for homes, deluxe tourist cabins and many other applications.

Write for KRACK Bulletin #52349

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Manufacturers of Refrigeration and  
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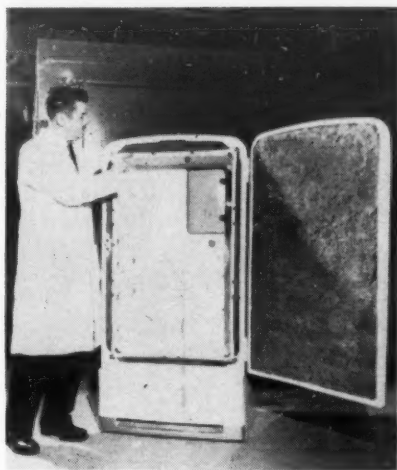
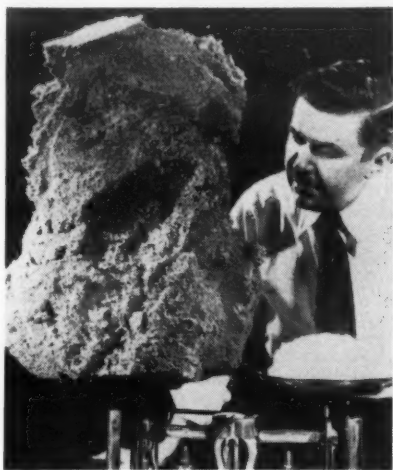
UNIT COOLERS  
COMFORT COOLERS

GRAVITY COILS

FREEZING UNITS

AIR CONDITIONING UNITS AND COILS

## A Big Hunk of Nothin'



## Plastic Foam Is Lighter Than Meringue, Expands to 100 Times Original Volume

EAST PITTSBURGH, Pa.—Robert F. Sterling, a chemist at the Westinghouse Research Laboratories here, has announced the development of an amazing plastic foam, that expands to 100 times its original volume when baked, for use as a new insulating material.

This development is the result of a three-year search for an effective insulating material that will fill large areas yet weigh almost nothing.

Already being considered for use in insulating soft-drink coolers, the plastic foam may be used in household refrigerators as well. Necessary tests to determine its feasibility for this particular application have not yet been completed, Sterling reported.

Lighter than some gases, the new material weighs from 10 to 20 times less than the meringue on a pie. It is resistant to fire, moisture, fungus growth, and insects, and is low enough in cost to be practical for many applications. The foam is made from a synthetic phenolic resin, is reddish brown in color, and has a sponge-like appearance.

"The foam is made," Sterling explained, "by heating a molasses-like synthetic resin at about 350° F. until it expands to 100 times its original volume and then solidifies. Thousands of gas bubbles entrapped in the foam buoy it up and give the plastic lightness."

"All standard insulating materials capture air and hold it suspended in fibers or cells, much as our plastic foam does," he stated. "Because of their bulk, though, these materials have presented a major problem in shipping and storing."

"In effect, the 'dead air' entrapped in the material is also shipped and stored. Thus large amounts of truck, freight car, and warehouse space are used to ship and store bulky, low-weight insulation. With the Westinghouse plastic foam, however, the liquid resin can be shipped in a barrel and then foamed into place wherever needed."

"When the liquid resin is mixed with a powder and heated for about 15 minutes," Sterling explained, "it

traps bubbles of oxygen as it expands. These oxygen bubbles soon become bubbles of air as the solidified plastic is exposed to the atmosphere.

"The solid plastic piece contains one part of resin to about 100 parts of air. This makes it the lightest solid known, in the ratio of weight to volume."

Sterling predicted that the plastic foam may have quite a wide range of applications eventually.

Foamed into pre-fabricated metal wall sections, a 2-in.-thick layer weighing only 300 lbs. would be enough to insulate a complete six-room house.

## Business Inventories Rise Slightly In March, More In Dealers' Hands

WASHINGTON, D. C.—Total business inventories at the end of March were \$54,500,000,000, compared with \$54,450,000,000 in February and \$51,213,000,000 in March last year, according to the Office of Business Economics, Department of Commerce.

However, the OBE pointed out, the \$50,000,000 gain in March over February actually represents a decline in book values of goods held by retailers, wholesalers, and manufacturers when seasonal factors are taken into account.

Retailers' stocks were up \$500,000,000 to a total of \$14,352,000,000, mainly as the result of pre-Easter buying.

The end-of-March inventory figure compares with \$13,852,000,000 at the end of February and \$14,280,000,000 on March 31, 1948.

The increase in retailers' inventories was almost entirely offset by decreases in the holdings of manufacturers and wholesalers, OBE said, adding that the rise amounted to only about \$100,000,000 after allowance for seasonal influences.

Manufacturing inventories at the end of March were valued at \$31,728,000,000, compared with \$32,065,000,000 at the end of February and \$29,064,000,000 at the end of March, 1948.

Wholesalers' stocks on March 31 totaled \$8,453,000,000, against \$8,567,000,000 on Feb. 28 and \$7,869,000,000 at the end of March a year ago.

## Drop In, Get Acquainted, Abe's Ad Asks Neighbors

NASHVILLE, Tenn.—One neighborhood appliance dealer here attracted the attention of community residents recently by introducing himself in a small, but rather unusual newspaper advertisement.

The advertisement's headline: "If You Live in East Nashville. . . ." was followed by this copy:

"And don't know Abe—you are in as bad shape as ladies who think there are better electric appliances than Westinghouse."

"It isn't the question of a bargain you get elsewhere—it's the question of who will treat you better. If you don't know Abe in East Nashville—come in and get acquainted. He sells Westinghouse because he sells only the best."

The advertisement was signed by Abe Carney Appliance Co., 965 Woodland St.

## Borg-Warner Sales for 1st Quarter Hold '48 Pace

CHICAGO—C. S. Davis, president of Borg-Warner Corp. (parent company of Norge Div.), told stockholders at the annual meeting that the corporation's sales volume for the first three months of 1949 has kept pace with sales for the first quarter of 1948.

Sales in the first quarter of this year totaled \$78,766,039 as against sales of \$77,100,726 in the corresponding quarter of 1948.

Net income for the first three months of 1949 was \$6,692,393. These earnings are equal to \$2.79 per share.



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## TECUMSEH HERMETIC COMPRESSORS

First choice of manufacturers for original equipment; quality recognition that has made Tecumseh Products Company the largest independent producer of hermetic equipment in the refrigeration industry.

Such leadership doesn't just happen—it has to be earned. Tecumseh hermetics have consistently proven their superiority in actual use. They have consistently proven that they are unsurpassed for smooth, quiet operation; for dependable, trouble-free performance; for low first cost. These are the qualities the owner looks for; demonstrating these qualities has made Tecumseh the leader.

Tecumseh Hermetic Compressors cover a wide range of domestic and commercial applications. Single and twin cylinder models . . . ⅛ to ¾ horsepower . . . Freon 12 or Freon 22. Write today for complete information.



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of compressors and  
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## Self-Serve Meat Dept. Has Advantages of Service Market

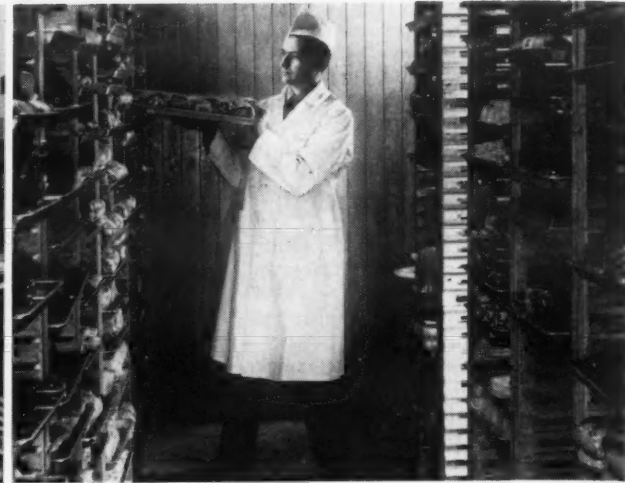
### Open Cases Which Can Be Filled from Rear Minimize Rush-Hour Bottlenecks

CHICAGO—By trying to combine the best features of self-service and service meat operations and using a specially developed open-type case, conversion of a service supermarket to self-service "has resulted in giving us a greater proportion of meat sales to total store sales than we had ever enjoyed in our old service operation."

"We are delighted with the self-service meat operation, and although we have only experienced about six weeks of this conversion, we feel at the moment that we would never return to a service operation in this market," declared Bert P. Maher, vice president of Henry J. Eavey, Inc., Richmond, Ind., market operator, in a talk at the annual meeting of the Supermarket Institute at the Stevens hotel here.

Maher's discussion, which was one of several given in a session on "How to Install and Merchandise Self-Service Meats" described the thinking behind the conversion of the firm's market in Anderson, Ind.

"We have been impressed with self-service meat since its introduction and, after visiting a number of successful operations, we were convinced that a self-service meat department, particularly in a large supermarket, was the only way to



Developed especially for a new supermarket opened in Anderson, Ind. by Henry J. Eavey, Inc. this McCray GJ8 self-service open refrigerated case (left) which can be serviced from the rear is now being made generally available by the manufacturer. In designing the store, the supermarket operator attempted to combine what he thought were the best features of both self-service and service meat operations. To cope with the weekend rush hours faced by every supermarket, fresh meats are pre-packaged, put on trays, and stored in a cooler (right).

properly service the customers, providing we planned and handled it very carefully.

"We were already self-servicing our lunch meats and, as a result, had a greater percentage of lunch meat business than would normally be expected in proportion to total meat tonnage. This we think was due in part to the fact that we were self-service on this commodity."

"After gathering all the information that we could and consulting some of the best and most successful meat merchants in the country, we reviewed the advantages and disadvantages of a self-service market.

"First, as far as the advantages are concerned, there was one element to be gained that was very, very strong in its favor and that was the quick service at the meat counter and the elimination of bottlenecks in traffic during heavy weekend business. Everyone in the supermarket business is struggling to eliminate bottlenecks."

#### SERVICE MEAT AREAS WERE BOTTLENECKS

"Service meats and the checkout area have always been the main source of traffic congestion which most frequently arouses the ire of good customers. Naturally, they become impatient and the fact that our people and equipment are being pushed to their capacity is no answer to a disgruntled customer."

"Self-service meats, in our opinion, was the solution of the meat department bottleneck as long as we could replenish our cases fast enough to keep up with fast moving traffic on Fridays and Saturdays."

"Then we discussed its disadvantages. First, the loss of the personal contact which the customer has with the meat department personnel. Many customers are guided by the advice of the department manager in the preparation of a certain cut of meat to buy or how much to serve a certain number of people. Second, we felt that the activity of meat personnel behind the counter had its advantages. We thought that this loss of activity and showmanship might have some detrimental effect on sales."

#### FILLING CASES OFFERED PROBLEM

"Third, we were concerned with the difficulty experienced in filling self-service cases during the busy periods of the day when it was necessary in many instances to block traffic to a certain degree in an effort to replenish them."

"Since it was obvious to us that self-service meat markets can be operated successfully, we made an effort to combine the advantages of

service and the advantages of self-service. We discussed with McCray Refrigerator Co. the type of case that we thought would do the job providing it was mechanically possible for their engineers to build such a unit."

"As the result of months of experimentation, McCray developed a case which, incidentally, was the first of its type in the country, and can be serviced from the rear, away from customers and traffic."

"Not only did this give us replenishment from the rear, but it made it possible to have our department manager or his assistant in back of these cases to keep them filled and arranged during all hours of the day and at the same time maintaining his position he can supervise the packaging operation and be available to advise his customers as he did in the service arrangement."

#### PERSONAL CONTACT VALUABLE

"This, in our opinion, was a possible solution to keeping the cases filled during the busy hours of the day and at the same time maintaining that personal contact with our customers in the meat department."

(Concluded on next page)

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**KOLD-HOLD**  
 TRUCK PLATES

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*dependable known*

#### NO CASE OF OPERATIONAL FAILURE EVER REPORTED

When you buy Kold-Hold Refrigeration Plates for your truck, you can count on a lifetime of low cost, highly efficient refrigeration. For, with over one-half million Kold-Hold plates in use today, there has never been a case of operational failure reported. Trucks equipped with Kold-Hold Plates have been subjected to the most severe operating conditions possible, in all types of trucks. And never yet have they failed to provide the refrigeration needed.

#### "PERIMETER FREEZING" ELIMINATES OPERATIONAL FAILURES

The extra long life of Kold-Hold Plates is due to exclusive design features which eliminate the operational failures found in conventional plate design. In Kold-Hold Plates, the refrigerant passes through tubing along the outer edges of the plate first . . . before it reaches the center. (See drawings below.) As a result the outer edges freeze first and the strain caused by the expansion of the eutectic is placed on the center and strongest part of the plate. DUE TO THIS PATENTED METHOD OF CON-

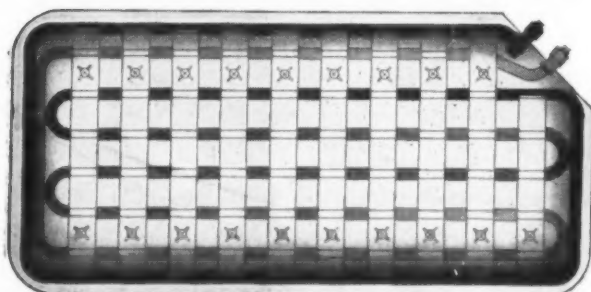
STRUCTION WHICH RESULTS IN THE PERIMETER FREEZING FIRST, KOLD-HOLD TRUCK PLATES CANNOT SPOIL YOUR TRUCK LOAD, THROUGH MECHANICAL FAILURE.

There are other patented features which help make the Kold-Hold Truck Plate the most dependable on the market today. The streamlined design and rounded corners provide extra strength where it's needed most. There's no chance for ice to cake over the end.

The drawing at the left shows how the tubing carries the refrigeration all around the outer edges of a Kold-Hold Plate before going into the center. This takes the strain off the edges. The end view shows how the center of a Kold-Hold Plate "gives" as the eutectic freezes and expands. In conventional plate designs, the center freezes and places excessive strain on the edges.

#### NEW CATALOG, JUST OFF THE PRESS

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Gr. 3-1222





## Platform Behind Case Aids Management



This view of the meat department in Eavey's Anderson market shows how the 56 ft. of the new McCray cases are lined up in front of the meat storage and packaging rooms. Note the platform behind the cases so that the department manager or his assistant can keep cases filled.

## Exposed Packaging Room Offers Action, Showmanship

(Concluded from preceding page) which we felt was so important.

"In addition to this, for further customer service, we added to our meat department a recipe library which contains more than 200 recipes pertaining to the preparation of all cuts of meat and poultry, printed on convenient 3 by 5 cards that will fit the average home recipe file.

"We provided for the activity and showmanship by locating the packaging room directly in the back of the meat cases, exposed entirely to public view through a glass front.

"The layout of our meat depart-

ment consists of a 56-ft. length of cases in front of our packaging room. We use this unit of cases for the display of lunch meat, cheese, and fresh meat. Directly across the aisle we have a 24-ft. length of the same type of cases for smoked meat items. We have allowed for an elevated platform, 3 ft. wide, in back of the fresh meat cases to permit ample room for the person filling the cases.

"Our packaging room is 30 by 22 ft. This is exposed to public view through a glass front. In addition to the usual tables and blocks, our equipment in the packaging room consists of two electric meat saws, three self-service scales, a slicing and stacking machine, a large mill, and a short order mill.

"In our packaging operation, for every scale girl we need two to three for packaging. We employ 14 girls and two meat cutters during our open hours for the packaging of fresh meat. This personnel is spread over two shifts from 8 a.m. to 10 p.m. We also have a night crew for the purpose of packaging smoked meats and cheese. This shift, consisting of six girls and one man, works three nights a week.

"The storage area for our packaged meats to supplement the stock

already in our self-service cases is an 8 by 12-ft. room designed to hold approximately 250 trays of pre-packaged meat. This storage room is accessible to the packaging room and is also accessible to the person in charge of refilling the cases through a door that opens onto the floor area. The clerk refills her cases by means of a cart which will carry approximately twelve trays.

"Our installation of backfeed self-service cases was experimental and was developed on a working basis between ourselves and the McCray company.

## PERSONNEL COSTS CUT

"That briefly is an idea of what we have done with self-service meats. The change has resulted in giving us a greater proportion of meat sales to total store sales than we had ever enjoyed in our old service operation. The meat department, thanks to Glen Curtis of Operations, Inc., gave us the least trouble of any of our departments during our opening in spite of the fact that it was our first experience with self-service meats.

"Someone said that this is the first time that a large market in its first experience with self-service meats survived its opening without running out of merchandise sometime during heavy traffic periods.

"We expected to have an increase in payroll costs; at least during the first few weeks until our personnel became better acquainted with the conversion. However, to our surprise, with approximately 50% inexperienced personnel, our payroll during the first three weeks of our opening was lower percentage-wise than the payroll we experienced with service meats."

## Customers Can View Pre-Packaging Room



Shoppers can readily see how the meat is cut and packaged in the large room directly behind the open meat cases.

26,000 SQUARE FEET OF STORE AND WAREHOUSE SPACE

The Supply House That Service Built



Everything you need in REFRIGERATION, AIR CONDITIONING, HEATING PARTS and SUPPLIES

Save time and energy... order from our new catalog. Efficient same-day service, from men who know your business. Keep your stocks complete from our stocks. Wholesale only.

**SERVICE PARTS CO.**

2511-2611 LAKE ST. MELROSE PARK, ILL.

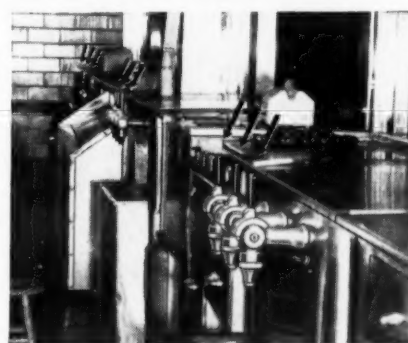
## NEW CINCINNATI GARDENS INSTALLS SELECT-FLO DISPENSING SYSTEMS



## 78 Draft Arms Serve Thousands of People with a Speed and Ease Never Before Equalled

The new Cincinnati Gardens, one of the largest and finest sport arenas in the country, provides unobstructed vision for every customer. It is equipped with the latest and best facilities for every indoor event including hockey, boxing, basketball, circuses, ice shows, etc.

Serving refreshments to crowds of this size presents a problem of mass service in a limited amount of time. That's why Sports Service Inc. of Buffalo again turned to Trumpet Select-Flo Systems as the answer. One person must serve hundreds of thirsty customers in minutes. Each draft arm draws glass after glass of pre-chilled, perfectly mixed carbonated drinks.



A battery of three self-contained Select-Flo units at one counter. Each with three draft arms serves an assortment of thoroughly mixed carbonated drinks of the finest quality.



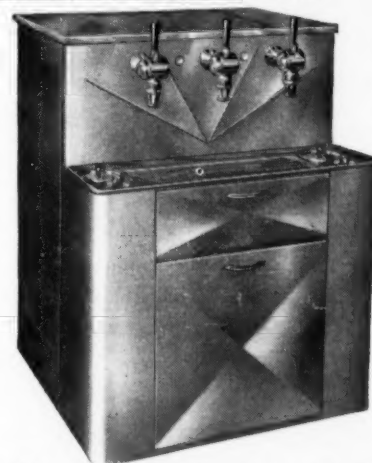
## TYGON FLEXIBLE PLASTIC TUBING IS TRANSPARENT, NON-TOXIC

Mirror-smooth, flexible plastic tubing is fitted with snap-on sockets so that syrup tanks can be changed in a matter of seconds. Tygon Tubing is non-toxic, non-contaminating and can be cleaned with steam or hot water.

## Complete, Self-Contained Units Each Serve 3 to 5 Different Carbonated Drinks

Each unit contains its own refrigeration equipment, syrup tanks and carbonator, providing continuous capacity even during the busiest periods. Cabinet facing is polished stainless steel. Syrup is prechilled. Mixing head accurately controls proportion of syrup and soda. Units are easy to install and service.

Select-Flo saves hand mixing and icing. It eliminates case goods, bottle opening, breakage. It makes more money wherever it is used.



## Cincinnati Gardens Installation Points to Similar Profit Opportunities in Your Territory

This is just one of many large-scale installations. Trumpet Select-Flo Systems are used in Comiskey Park, Hawthorne Race Track and the Coliseum at Chicago. Cleveland's Randall Race Track and River Downs at Cincinnati also depend on Select-Flo. Wherever large crowds assemble there is a real profit opportunity for Refrigeration Service Houses. More important, however, is the year-in-year-out volume in selling, installing and servicing Select-Flo Systems in bars, bowling alleys, drive-ins, clubs, theatres, industrial cafeterias, etc.

If your company has both sales and service facilities, we urge you to write for full information. Many good territories are available. Address correspondence to:

**THE WOOSTER BRASS COMPANY**  
WOOSTER, OHIO

Manufacturers of

**SELECT-FLO SYSTEMS**

**GOLD PLATES**  
For the Refrigeration Industry  
• For quick freezing, chilling and holding, short period cooling, "holdover," etc. Made by men who KNOW refrigeration.  
DISTRIBUTOR INQUIRIES INVITED  
**DEAN PRODUCTS, INC.**  
1042 Dean St. Brooklyn 16, N. Y.

**He won't talk!**

WHY DO YOU HAVE A REPUTATION FOR "KNOWING ALL THE ANSWERS" ON COMBATING MOISTURE?

WHY IS IT YOU HAVE FEWER CALL-BACKS ON YOUR MOISTURE CASES?

WHY IS IT YOU CAN FINISH A MOISTURE CASE IN A FRACTION OF THE TIME WE TAKE?

WHY IS IT YOU ARE NEVER "STUCK" ON EVEN THE MOST TROUBLESOME MOISTURE PROBLEMS?

Last November, at the R.S.E.S. Exhibition in Chicago, a refrigeration service engineer strolled up to our booth and started a discussion on Thawzone. He laughingly stated that he was somewhat of a "mystery man" to his brother engineers, since he invariably solved his moisture problems without "bating an eye." Naturally, they wanted to know how he did it. "No," he said, "you'll have to figure it out for yourself. That's my trade secret." Confidentially, he is using Thawzone. Perhaps you too can benefit from this man's experience.

Your wholesaler carries **THAWZONE**  
**HIGHSIDE CHEMICALS COMPANY**  
10 Colfax Avenue, Clifton, N. J.

ALSO MAKERS OF  
**TRACE**  
REFRIGERANT LEAK DETECTOR

**THAWZONE\***  
PATENTED  
The PIONEER FLUID DEHYDRANT

\*TRADE MARK REG. U. S. PAT. OFF.



## Koch Names M. G. Reade As Industrial Designer

KANSAS CITY, Mo.—Koch Refrigerators has named Martin G. Reade as industrial designer.



Martin G. Reade

Prior to joining Koch, Reade designed radio equipment for the General Instrument Co. of Elizabeth, N. J. He has been associated with George Wilmet, consulting design engineer, New York, specializing in production of designs and prototypes in the packaging and plastics fields. He also designed furniture for the Concorde Furniture and Fieldcraft companies of New York. Reade recently authored a best-seller on the planning and construction of small homes.

## Producers of Electronic Precipitators Predict That 1949 Sales Will Exceed Number of Installations Completed During 1948

NEW YORK CITY—About \$5,500,000 worth of commercial and industrial electronic precipitators were sold last year and some 2,000 residential units installed at prices ranging from \$600 to \$1,500, *The Wall Street Journal* reported in a recent review of this expanding business.

This year, sales are expected to be far above the 1948 levels, manufacturers told the newspaper.

Westinghouse Electric Corp., which plans to bring out several new models this year, thinks sales of its Precipitron in 1949 will be double those of last year. Trion, Inc., believes it will do four to five times the business it did in 1948.

American Air Filter Co. has good reason for its optimism. The company's filter business in the first quarter was 32.4% ahead of the comparable period of 1948.

Other manufacturers in the field include Raytheon Mfg. Co., and Air-Maze Corp. Westinghouse, Trion, and Raytheon make both residential and industrial units while American Air Filter and Air-Maze produce precipitators for industrial and commercial use. American hopes to soon introduce residential units which it is now testing.

### MORE AIR THAN FOOD AND WATER CONSUMED

"These manufacturers like to explain the average human being inhales every 24 hours more than 2,000 gallons of air (its weight is about seven times greater than the food and water consumed in the same period)," *The Journal* said.

"They take even more pleasure in asserting that every cubic foot of air in the average American city contains from 500,000 to two million particles of dust, dirt, and pollen. . . . (They) cite U. S. Bureau of Standards tests which show that the electronic cleaner takes 85% to 90% of the dust out of the air. It also sifts out soot, oil mist, bacteria, pollen, and mold spores. It is effective against tobacco smoke. . . ."

The experiences of various types of users seem to bear out the manufacturers. Some of the cases reported by *The Journal* were:

"In 100 homes where Westinghouse installed test units housewives reported they had to dust no oftener than once a week. . . ."

"After putting an electronic cleaner in his new Dulcey's apparel store in Pittsburgh, A. Schoenbrun, proprietor, found that 'pastel dresses, as well as other delicate shades which normally soon show discoloration and soil, keep perfectly clean and fresh for weeks.' . . ."

### PRECIPITATOR CUTS CLEANING COSTS

"A retail chain made a study of comparative cleaning costs at two of its stores, one equipped with a precipitator and the other with mechanical filters. It found that at the precipitator-cleaned store, costs in a year for redecorating, washing walls, and cleaning fixtures and merchandise totaled \$20,745. At the store with mechanical filters these costs amounted to \$37,227. . . ."

"At the Briggs Mfg. Co., Detroit, electronic precipitators were installed to supply clean air for men in the paint booths. . . . Power stations have put in precipitators to reduce the amount of air-borne dirt that gets into the windings of rotating electrical machinery.

"So have some of the steel companies. . . . Westinghouse has a 10-month backlog of orders for its Precipitron cubicle, designed especially for air cleaning in steel mills.

### KEEPS BEER'S FLAVOR BETTER

"The Aluminum Co. of America has the air electronically filtered at its Alcoa, Tenn., plant to prevent contamination from causing minute flaws in aluminum foil. In Washington state a brewery makes use of a precipitator to keep air-borne bacteria fungus from entering its fermentation vat and spoiling the beer's flavor. . . ."

"The Trion Corp. recently got an order for an air precipitator at Oak Ridge, Tenn. It must be 99.9% efficient in taking radioactive dust out of the air.

"Bill Green, operator of a Pittsburgh night club, lauds his recently-installed electronic filter: 'There is

no tobacco smoke, even with capacity crowds.'"

Among other types of users are food processing concerns, department stores, hotels, restaurants, chemical firms, hospitals, and banks. A precipitator put in New York's Madison Square Garden clears the air of smoke for the benefit of television audiences.

Department stores using the electronic devices, according to *The Journal*, are Macy's in New York; John Wanamaker, Philadelphia; Foley Bros., in Houston; May's in Cleveland; and Sears Roebuck in Pittsburgh.

Precipitators have been installed in these hotels, among others: The Plaza in San Antonio, the Book Cadillac in Detroit, the Terrace Plaza in Cincinnati, the Statler in Buffalo, the Shamrock in Houston, and the Hotel Roanoke, Roanoke, Va.

It was pointed out that single industrial units range in size from those handling 1,000 c.f.m. to those filtering more than 250,000 c.f.m. *The Journal* said several units in the Pentagon building outside Washington, D. C., together clean up 5,500,000 c.f.m.

### CHEAP INSTALLATIONS FOR WARM AIR USERS

Present residential units, the newspaper said, can be readily spliced in on forced warm air heating systems.

"To put a precipitator into a home with any other sort of heating system is much more expensive," *The Journal* added, "since air ducts and

a blower must be installed to move cleansed air through the house."

E. W. Meyers, Jr., president of Trion, was quoted as saying that of 1,200 residential units his company sold last year, almost all of them in the Pittsburgh area, only 50 were such "conversion jobs."

Meyers estimated the cost of installing ducts and a blower at about \$800 for a seven-room house and about \$1,200 for a nine or 10-room dwelling, in addition to the cost of the precipitator.

Raytheon makes a unit with a built-in blower designed for restaurants and stores without ventilation systems, it was noted.

## Typhoon Personnel Study Practices and Techniques

ERIE, Pa.—Air conditioning practices and factory techniques were studied here by groups of sales engineers and executives of the Typhoon Air Conditioning Corp., of Brooklyn, N. Y.

Guests of the C. H. Walden Co., 1705 State St., engineers from western Pennsylvania, western New York, and Ohio, attended a three-day concentrated factory sales school.

Principal speaker was Don Petrone, vice president and general sales manager of Typhoon. Petrone's assistant, Art Farr, of Cleveland, was chief lecturer.

Actual school headquarters were in the Lawrence hotel, but during their stay in Erie the 50 air conditioning specialists visited various installations throughout the city.

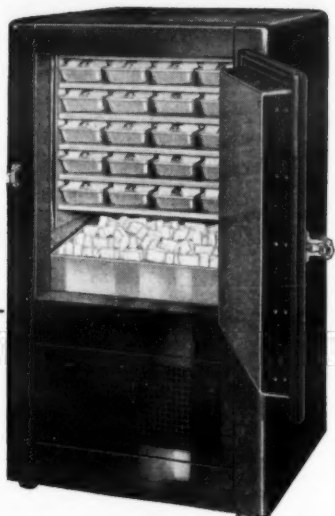
Company officials hope to make the school a semi-annual affair in Erie.

## NEW...the Alaskan ICE CUBE MAKER by Perlick

280 cubes every 4 hours!

30 lbs. of ice for less than 5¢

\*Based on power rate of 2.25¢ per KWH



### SELL ICE-MAKING ECONOMY AND CONVENIENCE

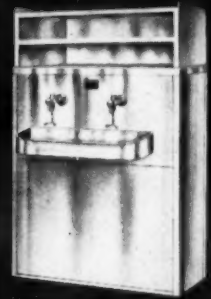
Here's the ice cube maker that gives every operator an ice plant right behind his bar or counter. 280 cubes every 4 hours—840 cubes a day! Handy removable 350 cube storage bin. Just the right height, within easy reach. All steel cabinet in stainless steel or black enamel. Priced competitively. Write for Bulletin 58.

**PERLICK BRASS CO.**  
Milwaukee 10, Wis.

### Manufacturers of Coolers & Filters for over 40 Years

#### CAFETERIA WATER COOLERS

Stainless steel. Special cafeteria design. High capacity, super storage. Shelves, glass-fillers and/or bubblers as required.



Costs no more Gives much more

Service Satisfaction Dollar value

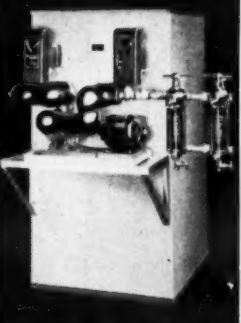
COOL, CLEAR, DECHLORINATED WATER WITH . . . .

**FILTRINE FILTER-DECHLORINATORS**

Eliminate tastes, odors; foreign particles. Promote cooler satisfaction — dealer sales.

#### INDUSTRIAL PROCESS COOLERS

Temperatures to 34° sustained as set. Special features for bakery, bottling, other processes. Rugged construction.



A Few Choice Areas Open for Factory Representatives

**FILTRINE MANUFACTURING CO.**  
53 LEXINGTON AVE., BROOKLYN 5, N.Y.



replace it right with **Ranco**

### The Right Control for WATER COOLERS

Every Ranco Replacement Control has been designed and produced by Ranco refrigeration specialists. Save costly call-backs, save time—replace it right with Ranco! Ask your Ranco wholesaler to show you the eight models designed especially for Water Cooler installations.



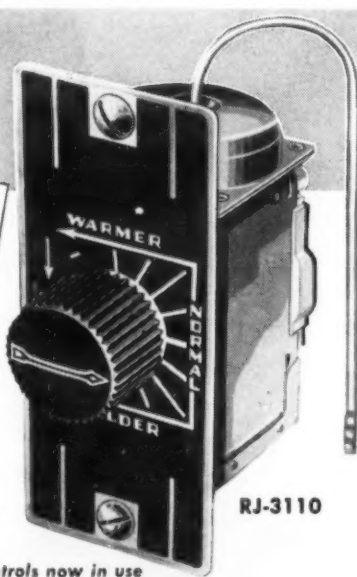
**Ranco Inc.**

COLUMBUS 1, OHIO

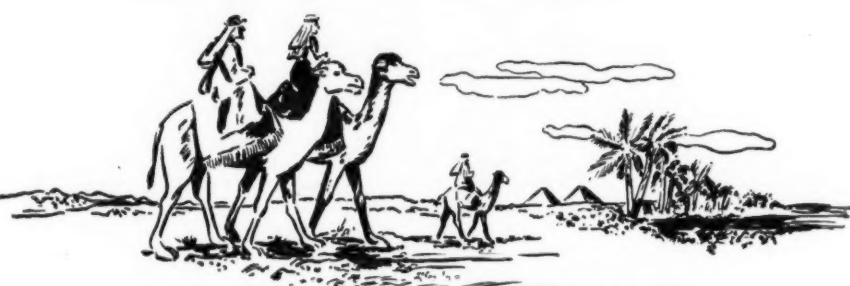
World's Largest Manufacturers of REFRIGERATION CONTROLS—more than 20,000,000 controls now in use

CHECK WITH **Ranco** FIRST

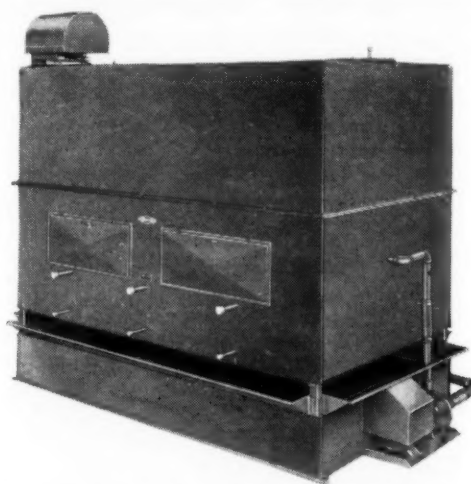
- specialists in refrigeration
- dependability
- greater customer satisfaction
- less stock to carry
- more profit to you



RJ-3110



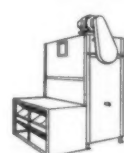
## Where Water Is the Problem... CHOOSE GOVERNNAIR EVAPORATIVE CONDENSERS



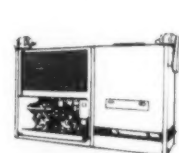
If you think a camel goes a long way on a little water . . . then you should see this Governair Evaporative Condenser operate! Save up to 95% of water normally used by water-wasting type condensers! Eliminate waste-water disposal problems and pumping costs, too. Engineered to give maximum efficiency and performance at a minimum cost.

Choose a Governair Evaporative Condenser, and forget those water problems!

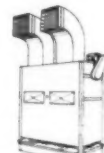
Governair Evaporative Condensers are also furnished as an integral part of universally acclaimed Governair Packaged Air Conditioners.



AIR CONDITIONER



COMPLETELY PACKAGED AIR CONDITIONER



UNIT COOLER



BLAST COILS FOR HEATING & COOLING

ORIGINATORS OF COMPLETELY PACKAGED AIR CONDITIONERS



GOVERNNAIR CORPORATION • 513 N. BLACKWELDER • OKLAHOMA CITY, OKLA.



## Narda Committee To Confer With 8 Manufacturers

CHICAGO—Within the next two weeks a committee of retailers will meet individually with many leading manufacturers to discuss problems of mutual interest, reports Cliff Simpson, managing director of the National Appliance and Radio Dealers Association.

The NARDA committee is composed of James Lee Pryor, a dealer from Wilmington, Del. and president of the association; Harry B. Price, Norfolk, Va.; Mort Farr, Philadelphia; Floyd Broyles, Marion, Ind.; William Hake, Jamestown, N. Y.; Arthur Hersherberger, Libertyville, Ill.; Paul Dettling, Jackson, Mich.; Art Becker, Evanston, Ill.; and Simpson from Chicago.

Simpson noted that this committee will consult with top policy making executives of eight manufacturers to advise "what we think can be done to improve conditions within our industry. Our committee will present factual information pertaining to the problems most seriously affecting the dealer today.

"The manufacturers to be visited are representative of the entire industry, both major and traffic appliances, radio and television. A full report will be made by the committee to the Board of Directors (NARDA) on July 10, and to the membership at the Mid-Year NARDA meeting, here July 11," Simpson said.

Selection of the committee was made with the viewpoint of having a franchised dealer of the manufacturer being visited present at each session. This will assure the committee of greater familiarity with the manufacturer's dealer relations policies, Simpson declared.

## Philco Holds Meeting With Distributor Group

PHILADELPHIA—The first meeting between the newly formed Philco distributor advisory committee and Philco management was held in Philadelphia, May 5 and 6.

The distributor advisory committee will have a rotating membership, and was formed to consult and assist the Philco Corp. in the formation of sales, merchandising, and advertising policies for the field.

C. R. Williams, C. R. Williams & Sons, Winston-Salem, N. C.; Barney Ollivierre, B.O.R. Radio Co., Reading, Pa.; Cal Zamoiski, The Jos. M. Zamoiski Co., Washington, D. C.; A. Van Antwerpen, Radio Specialty Co., Milwaukee, Wis.; C. C. Walther, Walther Bros., New Orleans; Sam Roskin, Roskin Bros., Middletown, N. Y.; Herb Schiele, Artophone Corp., St. Louis; and J. C. Brown, Brown Distributors, Atlanta; representing all Philco distributors throughout the country, attended the sessions.

James H. Carmine, vice president in charge of distribution, headed the Philco executive group and served as chairman.

The Philco field sales organization was represented by C. E. Linstrom, east coast sales manager; William Kress, sales manager of the midwest; John Ramsey, sales manager of the south; Stuart Falk, east-central sales manager; and Harold Sheer, vice president of Philco Distributors, Inc.

Subsequent meetings of the distributor advisory committee will be announced at a later date, according to Carmine. He stated that this first meeting laid the groundwork for continued close cooperation between the Philco Corp. and its distributing organizations.

Carmine stated, "These periodic sessions will enable the executives of the Philco Corp. and all its distributors to work in the closest harmony, and will keep us constantly in touch with every type of problem in every market."

## J. G. Hurley Quits Thor Post; Returns to Distributorship

CHICAGO—The resignation of Jason J. Hurley as a vice president of Thor Corp. has been announced by Raymond J. Hurley, chairman of the board.

Hurley, who has headed Thor's central sales division for the last year, resigned to return to his Chicago electrical appliance distributing firm at 5415 W. Madison St.

A successor to his position at Thor has not yet been appointed.

## Aetna Supply Opens Formally In New Location on May 23

NEW YORK CITY—Aetna Supply Co., wholesaler of refrigeration parts and supplies, will stage the formal opening of its new quarters at 310 E. 138th St. here from 5 to 9 p.m. on Monday, May 23.

Refreshments will be served and a door prize of a console model radio-phonograph will be given away.

Aetna is one of the oldest refrigeration supply houses in the New York metropolitan area and was formerly located on Third Ave., not too far away from the site of its new quarters.

## NLRB Rules Against Collective Bargaining By Assn. of Employers

WASHINGTON, D. C.—In a precedent-setting case involving the Retail Merchants Association of Terre Haute, Ind., the National Labor Relations Board has ruled that an association of merchants cannot bargain collectively with employees.

The NLRB dismissed a petition filed by the Terre Haute group for an association-wide unit of all non-supervisory employees engaged in selling merchandise directly to customers. It found the unit inappropriate for purposes of collective bargaining.

Composed of 22 retail stores, the association argued that multiple-employer bargaining was no novelty in Terre Haute.

In its ruling, the board noted that contracts have been negotiated by three different retail employer associations in that city since 1936. However, it said, only minimum wages were considered in each negotiation, actual contracts being left to bargaining with individual employees.

Blanket negotiations with all employees of the retail stores was planned by the present association.

The NLRB claimed the association does not include a majority of unionized retail stores in the area. It said individual contracts would be required because of varying working conditions in the different stores.

Objections to the association plan were filed with the board by the Retail Clerks International Association (AFL), Local 983. The union said it would seek to represent employees in a bargaining unit such as the association wanted to establish. It claimed a contract already had been negotiated in Terre Haute, although not yet signed.

## Dept. Store Sales Rise 1% For Week Ending May 7

WASHINGTON, D. C.—Department store sales for the week ending May 7 were up 1% over the corresponding week last year, the Federal Reserve Board reported recently.

This increase is the first since Easter week, the board noted.

Greatest gains were made in the Philadelphia district with sales 10% above last year. Poorest records were reported in San Francisco and New York City where sales were 4% behind the 1948 week.

## 27 Appliance Firms To Exhibit At Canadian International Fair

TORONTO, Ont., Can.—Almost every type of household appliance will be exhibited at the mammoth Canadian International Trade Fair to be held here May 30-June 10, it has been reported.

Among the appliances scheduled to be displayed by 27 firms from five countries are "baby" refrigerators from Scotland, home and farm freezers, air conditioners, vacuum cleaners, washing machines, ranges, dishwashers, television and radio receivers, and ironers.

In all, products from 35 countries will be exhibited during the fair. Sixty per cent of the exhibits will be from abroad.

## Dealer Sprinkles Patrons

HAMILTON, Ont., Can.—Featuring appliances and radios, the Parkdale Home & Auto Supply has been opened at 401 Parkdale Ave. North. The first 100 customers entering the new store received a lawn sprinkler free.

## NARDA To Support Retention of Reg. W As 75% of Members Vote for Controls

CHICAGO—The National Appliance and Radio Dealers Association will go to bat in Washington, D. C. for retention of at least limited credit controls, declares James Lee Pryor, association president.

Pryor's statement followed tabulation of results from the second NARDA survey among its members to determine their stand on Regulation W. With returns from approximately 27% more dealers than had registered their votes in the first poll in January, this second survey revealed that nearly 75% of NARDA members are in favor of Reg. W. being continued. This compares with slightly more than 50% in favor of continuation of credit control five months ago.

Whereas many of the dealers asked for 20% down payment with 18 months in terms last January, the majority voicing their opinion today desire the 10% down with 24 months to pay as in effect now. In the first poll there was strong support for 24 month terms.

Second preference today, nearly as many as those favoring present regulations, is for 15% down with opinion equally divided between 18 and 24 month terms. Scattered requests were registered for as low as 5% down and a high of 33%. Payments requested ran from 12 to 36 months.

Pryor noted that Cliff Simpson, managing director of NARDA, has been invited to confer in Washington on June 1 with officers of the Federal Reserve Board. At that time he will

present the opinions of the association membership as revealed by this second poll.

Majority of the dealers desiring some control believe this will protect their investments and their positions in fair competition with mail order, chain, and other large retail establishments that discount their own paper.

Many of those NARDA members voicing their opinions against control specify this choice primarily because of their disdain for any governmental control of individual enterprise. Many of them, however, preferred 10% and 24 month terms, if possible, without governmental control.

Pryor noted that during the past five months (the span covered by two NARDA polls) two relaxed amendments have been made to Reg. W. Many dealers attitudes toward specific limitations also have relaxed, however, the number in favor of some control against those in favor of none has increased substantially.

## Hotpoint Dealer Celebrates

CHARLOTTE, N. C.—The Anderson Electric & Supply Co., Fifth and College Sts., a dealer for the Hotpoint line of electrical appliances, is celebrating its 25th anniversary in business here with a store-wide "Silver Anniversary Sale."

A. K. Anderson is general manager of the company, and C. W. Hobbs, Jr., is store manager.

## Vogel Elected Vice President of Vilter Co.

MILWAUKEE—A. O. Vogel was elected a vice president of The Vilter Mfg. Co. at a recent meeting of the board of directors, E. B. Tilton, president, has announced.

Vogel is a graduate of Cornell university, school of engineering. He has been associated with The Vilter company in various capacities for the past 26 years, with the exception of the war years. He is a director of the Air Conditioning & Refrigerating Machinery Association, and a member of the American Society of Refrigerating Engineers.

His duties will be to supervise the home office sales department, branch sales offices, and the sales relations and transactions between the company, its distributors, and customers, Tilton said.

## Furniture Group Told To Stress Appliance Sales During 1949

KNOXVILLE, Tenn.—The furniture dealer who does not sell appliances "will miss the boat in 1949," Ernest L. Fielden, sales manager of Fowler Bros. here, told Tennessee furniture dealers and wholesale salesmen recently.

"Appliances are definitely part of the furniture business," he declared. "A kitchen is part of the home furnishings and a woman lives in her kitchen more."

He was addressing the Tennessee Retail Furniture Dealers Association and the Tennessee Wholesale Furniture Salesmen's Association.

# JUNE 13

Air Conditioning & Refrigeration News  
Will Publish the Second

## HOME AND FARM FREEZER SPECIFICATIONS ISSUE

FOR ADVERTISERS IT'S A SURE-MONEY BET  
... AND HERE'S WHY—

The First Home and Farm Freezer Specifications  
Issue of the NEWS Brought This

WE'RE  
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YOU  
AGAIN..

# 1948

and find it WILL AID sales

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May we have your permission to reproduce it in this editorial?

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**PROVE READER RESPONSE**

Congratulations to your publication on splendid presentation of approach to freezer market and mail it to our entire mailing list of approximately 1,200 dealers.

**EDITORIAL SERIES HELPS**

to our distributors and dealers?

At any rate, accept our continuing good wishes for the splendid pioneer you are doing for the frozen food industry.

Will you please advise me of the cost of reprint?

Your continued editorial promotion on freezer selling is certainly inspiring, and should bear fruit.

# JUNE 13 1949

Home and Farm Freezer Dealers and Salesmen—  
Everyone interested in manufacturing, selling, or servicing Freezers Requested a repeat performance—and unprecedented advance orders for this June 13 "Specs" Issue insure an even greater response.

Tie in Your Home and Farm Freezer Selling Story  
With a Between-the-Eyes Advertisement in the

JUNE 13 ISSUE OF AIR CONDITIONING & REFRIGERATION NEWS

It's an issue everyone in the industry will Read, Study, and Use

Extra Circulation—Long-Time Use—No Increase in Rates

## COPY CLOSES JUNE 3

Send In Your Space Reservation TODAY

# AIR CONDITIONING AND REFRIGERATION News

450 WEST FORT STREET, DETROIT 26 MICHIGAN



# Refrigeration Problems

## and their Solution

by Paul Reed

For Service and Installation Engineers



Paul Reed

## Refrigerants (8)

### METHYLENE CHLORIDE

Before taking up the "Freon" family of refrigerants, some of the other refrigerants that have been, and to some extent are still being used, should be mentioned. One of these is methylene chloride, one of the halogenated hydro-carbons, as is methyl chloride. Its chemical symbol  $\text{CH}_2\text{Cl}_2$ , so that, like that of methyl chloride, its molecule has one atom of carbon, but one less atom of hydrogen, and one more atom of chlorine.

Its efficiency and Coefficient of Performance is high, its net refrigerating effect at Standard Ton conditions is 134.6 B.t.u./lb. which is a little less than that of methyl chloride or sulphur dioxide, but far below that of ammonia, so that even though its liquid density is rather high, the volume of liquid circulated is great enough that it can be successfully metered into the evaporator even in the small quantity required for the small household refrigerator.

The vapor density of methylene chloride is very low (.02 c.f.m. at 5°) so the compressor displacement of systems using methylene chloride, is high (74.3 c.f.m./min./ton, compared to 5.95 for methyl chloride, 9.10 for sulphur dioxide, and 3.46 for ammonia). To obtain such a large displacement, a reciprocating compressor would have to be quite large, so methylene chloride is especially suitable for use with centrifugal compressors.

In fact, methylene chloride is often called carrene, the name given it by Dr. Willis Carrier who used it as the refrigerant in early centrifugal systems.

Methylene chloride is classed as non-flammable, but as moderately toxic in about the same class as methyl chloride. In the presence of

a flame or other intense heat, methylene chloride is decomposed into toxic gases much the same as methyl chloride, so if it leaks into a room in which there is a flame, such as a water heater, the room must be immediately ventilated.

### LOW OPERATING PRESSURES

One of the biggest disadvantages of methylene chloride as a refrigerant is its very high boiling point of 103.6° at zero gauge pressure. This means that, in order to operate the evaporator at 5° F. it is necessary to run the compressor at a suction pressure of 27.5 in. of vacuum, and even the condensing pressure corresponding to 86° is 9.4 in. of vacuum. These very low operating pressures permit the use of light construction, yet they require extreme care to prevent leaks which would introduce moisture and air into the system.

Today methylene chloride is very little used except in servicing one of the now-obsolete household refrigerators that originally used it. In centrifugal compressors, it has been largely superseded by one of the "Freons."

### ETHYL CHLORIDE

Another halogenated hydro-carbon that was used in some of the early household electric refrigerators is ethyl chloride ( $\text{C}_2\text{H}_5\text{Cl}$ ). It is similar to methyl chloride in some respects, is moderately flammable, and burns or explodes in concentrations of from 3.7% to 12% with air.

It is toxic to a degree similar to that of methyl chloride, and in those proportions in which it is not flammable (above 12% and below 3.7% with air) ethyl chloride decomposes in the presence of intense heat to form toxic gases, including hydrochloric acid gas, etc.

Its operating pressures are about half-way between sulphur dioxide and methylene chloride, its boiling

point at atmospheric pressure being 54.5°. Its pressure at 5° is 20.5 in. of vacuum and at 86°, 12.4 p.s.i.g.

Its horsepower per ton is very low and its coefficient of performance one of the highest of all refrigerants. Its compressor displacement, 26.4 c.f.m. per ton makes it suitable for rotary compressors or even for centrifugals. It is not used in any refrigeration equipment at present, but is used quite widely by doctors to chill or freeze for minor local operations.

EFFECTIVE with the issue of June 6, 1949, rates for classified advertising will be revised as follows:

RATES for "Positions Wanted" \$5.00 per insertion. Limit 50 words. 10¢ per word over 50.

RATES for all other classifications \$7.50 per insertion. Limit 50 words. 15¢ per word over 50.

ADVERTISEMENTS set in usual classified style. Box addresses count as five words, other addresses by actual word count. Please send payment with order.

### POSITIONS WANTED

AIR CONDITIONING sales engineer. Presently employed, good closer & supervisor, thoroughly familiar with N.Y.C. market. Can estimate own sub trades. Seeks better position metropolitan N.Y.C. only. Present income over 5 figures. BOX 3186, Air Conditioning & Refrigeration News.

AS FIELD service or service manager. Prefer Ohio, Northern Indiana or Michigan territory. Know refrigeration, air conditioning and heating. 20 years experience in fields. Can do engineering. Have had some sales experience. BOX 3189, Air Conditioning & Refrigeration News.

### POSITIONS AVAILABLE

SALES MANAGER: National commercial refrigerator company has opening for a branch manager in Connecticut office. We are seeking an experienced, aggressive, hard-hitting man who is looking for a future. Write complete details. BOX 3183, Air Conditioning & Refrigeration News.

WANTED: MANAGER for branch office on commercial fixtures, store equipment, and butchers equipment. No air conditioning. Must be able to organize sales force, have proven record, and be capable of complete management. This is an unusually good proposition. Give complete past connections and details. Location, Iowa. Write BOX 3184, Air Conditioning & Refrigeration News.

MANUFACTURER OF refrigeration components, unit coolers, water coolers, etc. needs manufacturer's representative in South, Southwest, West, and Midwest territories. Also some territories available in Eastern states. Our products are of highest quality, and prices are very competitive. Please supply all available information. BOX 3185, Air Conditioning & Refrigeration News.

MANUFACTURER HAS opening for two experienced men to promote the sale of established patented refrigeration equipment for hotels, restaurants, hospitals, apartment houses, supermarkets, etc., through distributors and jobbers in the eastern and midwestern sections of the country. This equipment makes Frozen Food storage easily accessible and has been nationally accepted. Salary plus traveling expenses and bonus arrangement. In reply give age and full details of background. BOX 3188, Air Conditioning & Refrigeration News.

### EQUIPMENT FOR SALE

REFRIGERATOR DOORS. 36" by 66" Jamison-York double batten auto close doors complete with removable track heads for 72" track. 1 1/2" corkboard insulation. Brand new. \$95 each. Freight prepaid in U.S. BIMEI CO., Cincinnati, Ohio.

SEALED UNITS rebuilt and exchanged. Prompt service on Coldsport (sealed & semi-sealed). Chieftain, Gale, Tecumseh, Norge and many others. One year guarantee. Write for price list and shipping instructions. BRIGHTON, 3906 Joy Rd., Detroit 6, Michigan.

CUBERATORS—PANELECTRIC Model 40-CC stainless steel exterior, hermetically sealed "F-12" condensing unit 110V A.C. in original boxing including insulated ice receptacle, originally cost \$384.00 closing out \$150.00 each, \$400.00 for three, \$1200.00 for twelve. 50% with order balance. SD/BL. F.O.B. CONTRACTING ENGINEERS INC., 2802 Leeland, Houston, Texas.

A REAL buy—new equipment—latest models—double duty cases—Porcelain in and outside—Rubber sliding doors—50" high—Mezzanine shelves—Triple glass—tubing, valve and coils top and bottom. 6 foot \$395.00—Eight foot \$475.00—ten foot \$550.00 and 12 ft. \$625. Deposit with order. GENERAL REFRIGERATOR CO., 856 No. Broad St., Phila., Pa. Phones ST. 7-2240 and 2241.

### OTHER MINOR REFRIGERANTS

One of the early manufacturers of the hermetically sealed unit for household refrigerators used methyl formate ( $\text{C}_2\text{H}_4\text{O}_2$ ) as the refrigerant, but later changed to sulphur dioxide. Many of the units charged with methyl formate are still in successful use.

Other refrigerants that have been used to a limited extent are: nitrous oxide ( $\text{N}_2\text{O}$ ), methylamine ( $\text{CH}_3\text{N}$ ), ethylamine ( $\text{C}_2\text{H}_7\text{N}$ ), ethyl ether ( $\text{C}_4\text{H}_{10}\text{O}$ ), dichloroethylene ( $\text{C}_2\text{H}_2\text{Cl}_2$ ), also called dilene, and trichloroethylene ( $\text{C}_2\text{HCl}_3$ ), also called triline.

### GREATER SAFETY AND STABILITY NEEDED

None of these refrigerants were fully satisfactory. Not only had no refrigerant been found that was entirely satisfactory to the refrigeration engineers, and others in the trade itself, but there had been a few accidents that had taken a life or so, here and there. The public had been made over-conscious of the

"insidious dangers of the poisonous gas used in electric refrigerators" by the publicity given these infrequent but strange accidents.

Nevertheless, there was a definite need for a safer refrigerant, one that would not burn or explode and that could be breathed with little if any danger.

Moreover, within the refrigeration industry there was a demand for a refrigerant that was more stable, that is, that would combine very little with moisture and that would not form acids, nor alkaline solutions that would attack the materials of which the system was made.

Too much trouble was being experienced from the effects of corrosion due to sulphurous acid, hydrochloric acid, aqua ammonia, and other compounds that either attacked materials of which the system was made or prevented the use of certain desirable materials, such as brass (with ammonia) or aluminum (with methyl chloride).

(To Be Continued)

# CLASSIFIED ADVERTISING

HOME FREEZERS—approximately 4 cubic feet—all parts to complete less the refrigeration unit—Crated & ready for shipment—Price cut for immediate delivery—F.O.B. Phila. Buy now while they last for the small sum of \$30.00. Deposit with order. GENERAL REFRIGERATOR CO., 856 No. Broad St., Phila., Pa. ST. 7-2240 and 2241.

NEW—COMPLETE—"F-12" hermetic condensing units, fan cooled, normal or low temperature—110 volt, 60 Cycle G.E. motors. One year written warranty with each unit. 1/4 HP.—\$30.00, 1/2 HP.—\$35.00. Temperature or pressure control \$4.50 extra if desired. KEL KOLD CO. INC., Johnstown, N. Y.

MODERNIZE YOUR old ice cream cabinets—Sell them fast at greater profits! Equip them with nationally known Sholl transparent lids. We offer discontinued models at close-out prices—New—Crystal clear—Guaranteed—62 Kelvinator lids—46 Fridaire lids—22 others—Subject to prior sale—\$8.88 each double lid. Reconditioned models—\$7.92 each. Advise cabinet model or size of opening with order. R. K. MERRITT & ASSOCIATES, 40 S. Los Robles, Pasadena 1, Calif.

FOR SALE 3-HP water cooled, "Freon" Copeland machines with 3-HP 3 phase motors \$248.00 each. Model 495 5-HP Copeland water cooled "Freon" machines equipped with 26 Copeland compressors and 5-HP 3 phase motors \$278.00, all F.O.B. Kansas City, Missouri. These machines are brand new in original Copeland crates and carry the one year factory guarantee. 10% deposit required with all orders, balance C.O.D. THE NAT CORPORATION, 2710 McGee, Kansas City, Missouri.

ACCURATE AUTOMATIC calculations. Schwerin automatic calculating psychrometric chart will instantly determine all properties of air (when two are known). A must for estimators, engineers, salesmen, instructors and students. Complete with protective envelope. Send \$3.00 check, Money Order, Dept. C. SCHWERIN AIR CONDITIONING CORP., 570 Lexington Ave., New York 22, N. Y.

SUBJECT TO prior sale: Hermetic Chieftain units: 1/4 H.P.—\$44.50; 1/2 H.P.—\$44.50. Other well known hermetics: 1/4 H.P. fan cooled—\$52.50; 1/2 H.P. fan cooled—\$57.50; 1/4 H.P. fan cooled heavy duty—\$59.50; 1/2 H.P. fan cooled heavy duty—\$69.50. Open units—standard makes: 1/4 H.P.—\$56.00; 1/2 H.P.—\$64.50; 1/2 H.P.—\$84.50. 1 1/4 H.P. air or water cooled Universal Cooler—\$199.00; 2 H.P. air or water cooled Universal Cooler—\$224.00; 3 H.P. air or water cooled Universal Cooler—\$259.00. All above units new and in original crates. Air cooled condensers: 3 row, 1 pass, 13" x 12" x 3"—\$3.95; 4 row, 2 pass, 13" x 11" x 1 1/4"—\$4.45; 4 row, 2 pass, 18" x 12" x 1 1/4"—\$6.25. Upright receiver tanks, shut off valve, 4" x 11"—\$2.65. Penn low or high pressure control type, 260 Apol—\$3.75. Detroit Lubricator L. P. control—\$4.00. G. E. blower fan motor with fan—\$4.50. Superior heat exchanger, 13" overall, 3/4" x 3/4"—\$4.75; Mueller heat exchanger, 14 1/2" overall, 3/4" x 3/4"—\$5.00; Marlo heat exchanger, 21" overall, 1 1/2" x 1 1/2"—\$7.50. Kramer Trenton panel blower complete with heat exchanger, 1/2 to 1/4 ton—\$29.00. Superior master drier, 1/4" flare x 1 1/4" x 5 1/2"—75¢. Weatherhead drier, 1/4" flare x 1 1/4" x 6 1/4" (lots of 10)—65¢. U. S. "Freon" gauge 4 1/2" face, 30" vac. 150# or 300# with corresponding temp. scale, red warning hand, mounting holes—\$4.50. Scientific dial thermometer, 4 1/2" face, minus 40 to plus 120, 5 ft. tube, mounting holes—\$4.50. K.L. no type k.w. 412 cold control complete—\$4.00. WALTER W. STARR, 1207 George St., Chicago 13, Ill.

CHECK THESE prices and act now! Sensational savings on refrigeration units and parts! 35—1 H.P. Model M—Universal twin cylinder heavy duty compressor bodies—Complete with flywheel—\$45. 19—1/4 H.P. model FS142C Tecumseh. Open type—less motor—less receiver \$28. ea. 12—1/4 H.P. model FS142C Tecumseh open type—less receiver—less motor, less fan and pulley \$26. ea. 5—1/4 H.P. B625FL Copeland units, open type—50 cycle, complete \$39.50 ea. 20—1/4 TA25FLC Universal open type—complete—less receiver \$39.50 ea. 42—1/4 H.P. DD33FLC Universal open type—less motor—less receiver \$29.50 ea. 15—1/4 H.P. R33D Jack & Heintz open type—complete—\$39.50 ea. 600—1/2 H.P. S15L Universal hermetic \$35. ea. 300—1/2 H.P. S54L Tecumseh hermetic \$39.50 ea. 9—1/4 H.P. F25ALD2 Mills units—hermetic \$39.50 ea. 23—1/4 H.P. CSS141B1B General Electric hermetic \$41.50 ea. 8—1/4 H.P. L2EA1A Servel Supermet units \$41.50 ea. 56—1/4 H.P. S13L-1-1 Universal hermetic

units \$43.50 ea. 19—1/4 H.P. UF33A612 Mills units hermetic \$41.50 ea. 7—1/2 H.P. CSS151B1A General Electric hermetic \$43.50 ea. 11—1/2 H.P. L2BA1A Servel Supermet units \$43.50 ea. 33—1/2 H.P. L2CA1A Servel Supermet w/thermostat (CH9508N72) \$59.50 ea. 100—1/2 H.P. L2CA1C Servel Supermet with thermostat (CH9508N72) \$59.50 ea. Kramer Trenton Thermobanks 195 model #TV75—Complete with accessories including blower, Thermobank, solenoid, Tork clock, heat exchanger, strainer, list \$569.25—your cost \$95.63. 53 model #TV103 complete with blower and Thermobank, less solenoid, Tork clock, heat exchanger, strainer, list \$580.75—your cost—\$99.40. 36 model #07—complete with blower and Thermobank, solenoid, Tork clock, heat exchanger, strainer, list \$1015.88—your cost \$175. 10 model #1—complete with blowers and Thermobanks, less solenoid, Tork clock, heat exchanger, strainer, list \$1030.25—your cost—\$158.03. 200 Marsh gauges, model RS77—2 1/2" case, graduation 0-300—1/4" pipe thread \$1.00 ea. 850 Superior angle shut off valves model #736 1/4" flare—1/4" pipe, 19¢ ea. 1300 McIntire driers model #S-7210 DFN 3 1/2"—1/4" sweat ends, 29¢. 2300 Primer Products liquid receiver model 21790 3/4" sweat inlet and outlet, 49¢ ea. 500 Automatic Products expansion valves model AP 204, capacity rating 1/4 ton "Freon" and 1/2 ton methyl and 1/2 ton sulphur, 1/4" S.A.E. male inlet and 1/4" L.P.T. outlet with an adjustable range from 15" to 35 lbs., \$2.50 ea. National—6750 locks No. 59213 mfrs. 75¢; 6000 strikes No. 59214 18¢; 23000 hinge No. 8438 28¢; 23000 hinge cover No. 8426 mfrs. 8¢. Kason—993 locks and strikes No. 918 \$1.10; 2260 chrome hinges No. 519 48¢; 66 chrome plated hinges No. 1070 85¢; 4443 chrome plated hinges No. A1041 12¢. 1900 Alco expansion valves model type T-102—1/4" flare inlet 1/4" flare outlet w/superheating setting of 5°—0° bulb, max. pressure #20, 49¢ ea. 496 Aetna twin packer lid No. 1788—outside dimensions 21 1/4" long, 11 1/4" wide, \$4.00. 940—Aetna collar No. 1789, inside dimensions 20 1/2" long, 10 1/4" wide, \$1.00. 100,000—1/4" S.W. couplings 1 1/4" long 3¢ ea. 10,000—1/4" S.W. couplings 3¢ ea. 10,000—1/4" flare caps 3¢ ea. 1900—1/2" Fx MF adapter 15¢ ea. 7000—1/4" Elastocaps 1¢ ea. 7000—1/4" Elastocaps 1¢ ea. 7000—1/2" Elastocaps 1¢ ea. 4880—1/2" long flare nuts 6¢ ea. 2000—1/2" flare caps 2¢ ea. 8350—1/4" flare union brass 5¢ ea. 4900—1/4" P x 1/4" F half union 5¢ ea. 356—7" service cords 20¢ ea. 30,000 ft.—1 1/4" stainless steel snap-on moulding 4¢ ft. 200 gals. R. Mir Dek primer 50¢ gal. 270 gals. R. Mir Ket quick set non-slip grey paint \$1.00 gal. 375 gals. Fair Eng. MT adhesive \$1.25 gal. 199 gals. Minnesota Mining 3 M adhesive \$1.25 gal. 275 gals. waterproofing compound \$1.00 gal. These are only a few of the items in our stock. Send today for free folder listing hundreds of other sensational Traco offerings. All materials are new, shipped F.O.B. No order is too small. Don't wait, send your order now. TRACO INDUSTRIAL CORPORATION, 455 Eleventh Avenue, New York 18, N. Y. Dept. R.

### BUSINESS OPPORTUNITIES

SACRIFICE! COME TO California where there are sales and service winter as well as summer. Must sacrifice small, well equipped firm specializing in maintenance contracts and 1-10 h.p. commercial sales. Worth \$10,000.00. \$2,000.00 cash will handle. Contracts in process included. Forced to make immediate sale. M. J. CARR, 1414 Sutherland St., Los Angeles 26, Calif. MUTUAL 4017.

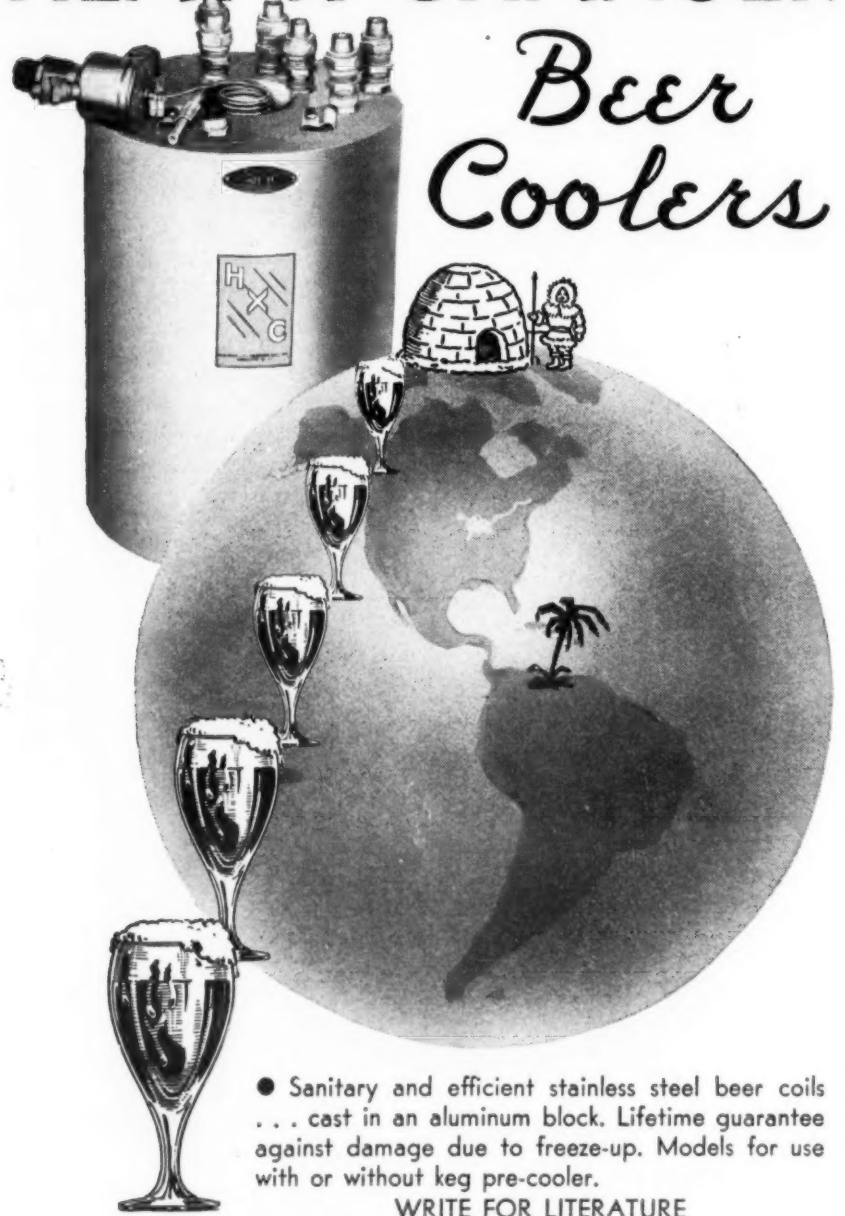
REFRIGERATION BUSINESS for sale. est. commercial and domestic sales and service. Or will consider partner or experienced mechanic or a capable man to sell, \$5,000.00 to \$7,000.00 cash needed. Large repair shop and showroom, men now employed. Wash. area. BOX 187, Air Conditioning & Refrigeration News.

FOR SALE: Air-conditioning business in Southern Arizona. Well established with splendid organization, fine reputation, \$300,000 volume, and, unlimited potential volume. Attractive opportunity for man with practical experience in air-conditioning business. BOX 3190, Air Conditioning & Refrigeration News.

ATTENTION MANUFACTURERS—have new low production cost sealed-in motor compressor unit formed from sheet metal stampings, also open type compressor for household, freezers, air conditioning and commercial purposes. These units available for manufacture on royalty basis. Also have expansion valves and automatic controls. BOX 3191, Air Conditioning & Refrigeration News.

# HEAT-X-CHANGER

## Beer Coolers



● Sanitary and efficient stainless steel beer coils... cast in an aluminum block. Lifetime guarantee against damage due to freeze-up. Models for use with or without keg pre-cooler.

WRITE FOR LITERATURE

**THE HEAT-X-CHANGER CO., INC.**  
415 Lexington Avenue, New York 17, N. Y. Brewster, N. Y.



### 3-City Survey Reveals Rising Price Restrictions As Collections Slow Down

NEW YORK CITY—A recent three-city survey of credit men has revealed that the vast majority of those interviewed are faced with consumer resistance to high prices, and slower collections on accounts, it was reported here.

Most of these credit men in New York City, Chicago, and Los Angeles, however, believe that their customers' inventories are normal or low. A majority also finds that business failures have increased over the last six months as compared with the previous half-year.

Thirty-nine per cent of them reported cancellations of future orders as compared with 29% reporting such cancellations in a similar survey last year.

The present buyers' market, many declared, requires closer and more careful analysis of accounts by credit executives.

At the same time, the Purchasing Agents Association of Chicago has reported that a survey of its members found that 60% of those reporting paid less in April for the principal items they buy than they did in March. Only 1% said they were paying higher prices.

### Slight Increases In Sales Fail To Show Profit for Thor Corp.

CHICAGO—Thor Corp. has reported a net loss of \$131,522 on sales of \$4,923,034 in the first quarter ended March 31, 1949.

This compares with a net profit of \$838,663, or \$1.90 a share, on sales of \$9,225,589 in the corresponding period last year.

Raymond J. Hurley, board chairman, told shareholders that Thor sales suffered a sudden and severe decline last November and reached their low point in December.

"Since then," he said, "sales have increased steadily, rising to a level which permitted a modest profit in March. The rising trend in sales continued through April."

Besides continuing aggressive sales and advertising efforts, Thor management is pursuing a program of rigid cost control and reduction aimed at lowering the company's "break-even point," Hurley said, adding "much progress already has been made."

### Farnham Heads Sales Promotion For Admiral Boston Division

BOSTON—Appointment of Richard E. Farnham as sales promotion manager for the Boston distributing division of Admiral Corp. has been announced by Thomas J. Hodgins, general sales manager of the division.

Hodgins said the position was created by separating the sales promotion work from the advertising department. Charles Skerry continues as advertising manager.

Farnham had been assistant to the managing director of the Electric Institute of Boston, Inc. for two years prior to joining Admiral.

### Dealer Provides Trade-In Dept.

MIAMI, Fla.—Billings Appliances, Inc., a Frigidaire dealership, has opened at 3361 S. W. 3rd Ave. here.

One of the few new Frigidaire dealerships appointed in this area since the end of the war, the Billings concern features a complete all-electric model kitchen, a well-organized service department which will repair and recondition trade-ins, and will cover the city.

### An Eye for Promotion

## Hotpoint Turns Magazine Cover Into Broadside for Automatic Dishwasher

CHICAGO—A dramatic consumer sales aid for Hotpoint dealers has recently been adapted from a national magazine cover showing a disillusioned housewife staring at a sink full of dirty supper dishes, while her husband settles down with the evening paper.

Hotpoint sales planning officials spotted this *Saturday Evening Post* cover of Jan. 8 shortly after having placed a four-color bleed spread introducing the company's 1949 automatic dishwashers in a later issue.

Result is that a broadside on slick paper, reproducing the *Post* cover, the advertisement, and a sales message, all in original colors, has been sent to dealers.

The address side of the folder asks the consumer: "Married to a stranger?" Space is reserved for the

dealer's imprint.

Turning the folder over the prospect reads: "Don't see a Lawyer! See the new Hotpoint automatic electric dishwasher instead!"

"Do you know that thousands of homemakers just like you have found a sure-cure for 'Mr. Stranger' and his peculiar lack of understanding just after dinner-hour?"

"Yes, today thousands of homemakers are hailing the new, improved 1949 Hotpoint automatic electric dishwasher as the perfect answer to the age-old problem, 'Why married people remain forever strangers.'"

"So don't be without a Hotpoint dishwasher another single day—after all, husbands are harder to find than dishes. . . . Don't go to Reno—Go to . . ."

At this point space is left for the

dealer's imprint.

Hollis C. Doss, sales planning manager, said that the new folder is the first of many consumer sales aids designed to supplement a \$400,000 dishwasher advertising program in 1949.

A full line booklet entitled "Presenting the Complete Line of Hotpoint Appliances for the Home" is another sales tool available for dealers. Identifying the importance of the dishwasher and electric sink in kitchen merchandising, the loose-leaf manual is suitable for outside use, or as a counter piece in the stores.

### March Standard Washer Sales Still Lag 37% Behind Year Ago

CHICAGO—Factory sales of standard-size household washers in March totaled 254,300 units, off 37.7% from sales of 408,512 units in March, 1948, according to the American Washer and Ironer Manufacturers' Association.

March sales were 21.9% higher than in February, when unit sales totaled 208,500.

### PYRAMID CLUB

Fad Adapted by Dealer To  
Bring In New Prospects

NORFOLK, Va.—The recent fad for "pyramid clubs" has been put to work in appliance merchandising by Price's, appliance retailer here.

Under the "pyramid plan" developed by the appliance retailer, advertisements have been run in all local newspapers, which invite Norfolk residents to join a "pyramid club" in which they cannot fail to win.

Instead of holding meetings in which members pass each other \$2, enjoy coffee, doughnuts, and entertainment, the appliance firm offers each local resident \$2 for each prospect brought in who buys a major appliance of any kind.

Records are kept on the individual contributions by various members, on charts divided into 10 boxes, and when a member completely fills the pyramid "chart," he gets a \$25 bonus, making his record a total of \$45.

The store ran a full-page advertisement to introduce the idea.

## Here's what ELECTRICAL MERCHANDISING says about "The Marshal's Baton"...



**"The Marshal's Baton"**  
A comprehensive knowledge of merchandising, combined with a refreshing approach, makes George Taubeneck's book on specialty sales management well worthwhile

SHOOTING the breeze with George Taubeneck can be a pretty exhilarating experience. Strictly speaking, it takes two people to carry on a dialogue, but the publisher-editor of *Air Conditioning and Refrigeration News* manages somehow to impart a give-and-take, conversational atmosphere to his writing. In "The Marshal's Baton" (Conjure House, Detroit, \$5) you'll find a discussion of specialty sales management which is about as informal as it could be. It's as if Mr. Taubeneck were anticipating argument all along the line, and throwing out his rebuttal off the cuff. And it's made all the more refreshing by the humor interspersed throughout. A sizable booklet could be compiled just by lifting from the text all the illustrative anecdotes (along with some not so illustrative, as the author is the first to admit).

#### Napoleon Said It

The book's title is derived from a remark of Napoleon's that "Every private carries a marshal's baton in his knapsack." It is dedicated to the private on the sales staff who wants to become a marshal in the front office. What it adds up to is a survey, in general terms, of everything a specialty sales manager ought to know. A tall order; no wonder it takes 570 pages to do the job.

#### It's All There

Those 570 pages make fast reading. Under headings like "It's a Great Pro-

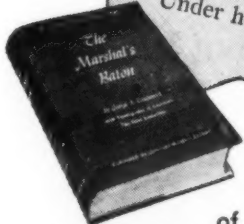
#### High Brass Helps Out

To bolster his statements, Mr. Taubeneck quotes from a number of eminent sales executives, many of whom contributed their comments expressly for this book. Their remarks deal not only with specific, practical matters, but with business ethics and philosophy, which the book gives them.

#### Wide Application

Because the main concern of "The Marshal's Baton" is helping to coordinate manufacturing and production with sales on the distributor, dealer and consumer levels, it holds much of interest to almost anyone involved in the appliance field. There is little point in trying to cover this volume chapter by chapter; there's too much in it. Investigate it for yourself. You won't be sorry.

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permission from  
Sept. 1, 1948 issue of  
*Electrical Merchandising*



And this is just a small sample of critical comment which has hailed THE MARSHAL'S BATON as a significant contribution to the science of sales management. It is written in the light of merchandising problems today and tomorrow. It's a brilliant new source of knowledge and wisdom which can be of tremendous \$5.00 importance to you.

#### ORDER TODAY — USE THIS COUPON

Please send . . . . . copies of THE MARSHAL'S BATON

☐ Check Enclosed ☐ Bill Me.

Name . . . . .

Address . . . . .

City . . . . . Zone . . . . . State . . . . .

## Conjure House

BOOK DIV. OF BUSINESS NEWS PUBLISHING CO.  
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### 3 Bills Introduced In Florida Offer Modified Fair Trade Provisions

TALLAHASSEE, Fla.—Three bills to give Florida a new fair trade act, permitting manufacturers to establish resale prices for their products, have been introduced in the Florida Legislature.

The Florida fair trade act of 1939 was recently invalidated by the State Supreme Court.

The latest bill for a new fair trade act was offered by Sen. John E. Mathews of Jacksonville. A similar measure was introduced by Sen. President Newman C. Bracken of Crestview, while another fair trade bill was introduced earlier by Rep. Fletcher Morgan of Jacksonville.

Asserting that his bill was signed "to protect the merchants and public against unfair trade practices and abuses," Sen. Mathews added:

"Several weeks ago, the Supreme Court of Florida voided the Fair Trade Act of 1939, mainly for two reasons: (1) It did not prohibit a single indirect ownership or control of the manufacturing concerns fixing the prices for trade-marked merchandise; and (2) it provided no remedy or machinery for the people of Florida in the event some manufacturer used the Fair Trade Act to abuse rather than protect the public.

"The bill which I have introduced is a restatement of the law passed in 1939, but to which I have added two additional sections. Section 4 of my bill denies the benefits of the Fair Trade Act to the manufacturers of trade-marked merchandise where it appears that there is no actual competition between the manufacturers because some single ownership in the background controls all of them.

"I have also added a provision that if it should appear that any industry is using the act to abuse the public in Florida, the Attorney General of this state can maintain an injunction suit to deny to that industry the benefit of the act."

### Hileman Gets Added Territory for Koch

NORTH KANSAS CITY, Mo.—Koch Refrigerators has recently assigned additional territory to Jerry Hileman, factory representative. From headquarters in Cincinnati, he will cover the states of Ohio, Kentucky, and West Virginia.

He returned to Koch several months ago, having represented the firm in 10 southeastern states prior to the war.

### 'Selling In 1949' Will Keynote Mid-Year Convention of Warm Air Group June 21-22

CLEVELAND—Planning its program around the slogan "49 Is Selling Time," the National Warm Air Heating & Air Conditioning Association will hold its mid-year convention at the Edgewater Beach hotel, Chicago, June 21 and 22.

The business session of the convention will feature selling today and sales problems to be faced in the future.

Sales promotion will be discussed by Ralph Town, of the Rheem Mfg. Co., and L. S. Redford, vice president of Jackson & Church Co., will point out the marketing opportunities for warm air heating in commercial and industrial applications.

Carl Lans, director of technical division of the National Association of Home Builders, will explain the builder's problems in relation to low-cost housing. His talk will open more sales possibilities to the warm air heating industry in relation to the current drive for low-cost housing by the government.

R. W. Roose, special research associate in mechanical engineering, University of Illinois, rounds out the sales information by discussing plans for the new Research Residence No. 3, currently being built to test warm air heating equipment in low-cost

### Pittsburgh Strike--

(Concluded from Page 1, Column 2)

but who have signed no contract to that effect. The independents have generally followed the practice of signing the same kind of contract that is negotiated with the contractors' association. Some ice cream companies are also keeping men working by paying the increased hourly rate, but their contract may revert to any figure set in the negotiations, it is said.

Both sides are watching the actions of certain other Building Trades Council unions (all AFL) which have entered into contracts "pegging" wages at current levels. There is some belief that further moves by other AFL locals may affect the refrigeration group negotiations.

The negotiating committee for the contractors association includes Haven Alexander of Refrigeration Services Co., president of the association; I. Rosenberg, Refrigeration Equipment Co.; Robert Weston of the Frigidaire branch; Norman Riley, Danforth Co.; and W. Sasser, Limbach Co.

### Cincinnati Store Plan Gives Patron Protection Against Price Decrease

CINCINNATI—Householders who purchase electric refrigerators at May-Stern Co. here will get a cash refund or credit on the unpaid balance if prices of the boxes are later reduced by the manufacturer, the home furnishings store announced recently.

The price protection plan, which is effective until Sept. 30, involves an agreement between May-Stern and National Surety Corp. of New York. The First National Bank of Cincinnati is trustee for holders of "Certificates of Coverage."

An advertisement in local newspapers informed consumers that "at no extra cost, you get insured price protection in a May-Stern National Surety Policy Certificate." The advertisement continued:

"If you've held off buying a 1949 refrigerator because you think the price might go down you no longer need to wait. You can buy now and enjoy your new 1949 refrigerator, safe in the knowledge that you are insured against price reduction loss."

The agreement between the store and the financial institution, which was reproduced in the advertisement, states that liability is limited to \$50 a unit or 10% of the retail price paid or agreed upon, whichever is lower. Liability of Surety is limited to \$15,000 in the aggregate.

Written notice of claim must be filed with May-Stern within 120 days of the date of purchase.

Westinghouse, Leonard, and Crosley refrigerators were featured in the advertisement.

### IEEDA Sales Decline 4-69% for February

SPOKANE, Wash.—February dealer sales of all major appliances in the Inland Empire area of eastern Washington and western Idaho served by the Washington Water Power Co. were below those of January, according to a recent report.

The declines ranged from approximately 4% for clothes washers to 69% for clothes driers.

### Retail Grocer Convention To Feature Self-Service

CHICAGO—Presentations on food stores' meat departments, pre-packages, self-service, and service will be staged for the National Association of Retail Grocers at one session of that group's golden jubilee convention to be held in the Navy Pier here from June 12 to 16.

The presentations are tentatively scheduled for Wednesday, June 15.

More than a dozen refrigeration equipment manufacturers are included in a preliminary listing of exhibitors for the event, which is expected to attract retail grocers from all sections of the country.

Those listed were the Coolerator Co.; Federal Refrigerator Mfg. Co.; Ed. Friedrich Sales Corp.; Frigidaire Div., General Motors Corp.; C. V. Hill & Co.; McCray Refrigerator Co.; Perry Refrigeration Co.; Hussmann Refrigeration, Inc.; Iceberg Lockers, Inc.; International Harvester Co.; Sherer-Gillett Co.; Tyler Fixture Co.; United Steel & Wire Co.; and Viking Refrigerators, Inc.

### Union Asks G M Not To Let Wages Fall Below 11-Cent 'Floor' of Last Year

NEW YORK CITY—The United Electrical, Radio and Machine Workers (CIO) wants General Motors Corp. to voluntarily refrain from reducing hourly wages below the "11-cent level" set last year—if a reduction should be required by the parties' cost-of-living contract.

Under the 1948 agreements with the UEW and the United Automobile Workers (CIO), General Motors granted a general wage increase of 11 cents an hour. However, this figure was to be increased or reduced every three months according to changes in the consumer price index of the Federal Bureau of Labor Statistics.

Reductions were limited to five cents. There was no limit on increases.

In the first quarter after the contracts were signed, an increase in the BLS index resulted in a wage increase of three cents an hour. There was no change in the second quarter.

But in the third quarter, a drop in the index brought about a two-cent reduction in the wage level, leaving the workers with a net increase of 12 cents an hour. It was then that the UEW asked General Motors to put a new "floor" under the pay scale.

The union argued that if a further downward movement in the index resulted in a pay reduction below the 11-cent basic settlement, it might cause widespread resentment among workers. However, the union did not challenge the company's legal right

to take such action or suggest that strikes would be called if it did.

When General Motors proposed the sliding pay scale last year, it stressed that it was breaking the solid front of industry against a third round of wage boosts, union officials recalled. But other companies have since granted 11-cent or more pay increases "without any string," they pointed out, thus voiding any argument by the company that it needed the flexible standard because of competition.

On May 29 this year, wages will automatically be raised three cents an hour due to increased GM productivity last year. This increase is not related to the sliding pay scale. When it goes into effect, union officials will consider the basic settlement as 14 cents an hour, they indicated.

Also, both unions have indicated they will expect GM to match any fourth-round wage increases granted this year by any large electrical or automotive companies, even though GM's contracts with the two unions do not expire until May 29, 1950. GM is now paying an average wage of \$1.62 an hour.

### Dealer In Lone-Star State Offers \$100 for Oldest Servel

TAYLOR, Tex.—Taylor Appliance Co. here, in newspaper advertisements, is offering a \$100 reward and a liberal trade-in allowance to the customer having the oldest Servel refrigerator.

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